PRINTERS'

A JOURNAL FOR ADVERTISERS

Vol. CLXVII, No. 10

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New York, June 7, 1934

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Gasoline advertising, perhaps especially, has tried the questionable expedient of trying to outshout the other fellow. Claims, counter-claims and a harrage of technical terms that seem a little ridiculous.

The Atlantic Refining Company, our client for 19 years, is meeting this situation successfully. Three Little Men have been plucked out of the family album—Prince Alberts, silk toppers, brave musprince Atlantic White Flash PLUS.

In a series of lively newspaper advertisements, the Three Little Men present the outstanding features of the product—speed, power, pick-up—in such an engaging and hilarious manner that people are talking (and taking!) Atlantic White Flash PLUS wherever the advertising appears.

Sales are justifying the employment of the present strategy. Incidentally, but also important, Atlantic White Flash PLUS makes good on its advertising claims—even strong ones.

N. W. AYER & SON, INC.

Advertising Headquarters
WASHINGTON SQUARE, PHILADELPHIA
NEW YORK • BOSTON • CHICAGO
SAN FRANCISCO • DETROIT • LONDON
MONTREAL • BUENOS AIRES • SÃO PAULO





NOT A "BLUE" BUSINESS NOTE IN IOWA

BROOKMIRE estimates that during the next six months Iowa will be one of the nine best states in percentage of increase in income over the same period in 1933.

Alert advertisers — and their agencies — are already taking advantage of THE DES MOINES REGISTER AND TRIBUNE quarter million circulation in Iowa with major advertising schedules.

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Vol. CLXVII:N

PRINTERS' INK

New YORK, JUNE 7, 1934

This Week

A MAN named Paul, "called to be an apostle," wrote letters to the Romans, to the Corinthians, to the Ephesians, to the Philippians, to the Colossians, to the Thessalonians, to Timothy, to Titus, to Philemon, and to the Hebrews. And his letters stand immortalized in the New Testament.

A man named Jefferson wrote a letter to King George III. And that which he wrote we Americans call the Declaration of Independence.

And an editor, whose name is not at hand, attained his anonymous eminence when, rejecting a sonnet, he wrote to the author thereof: "My Dear Sir: I have read your poem. My dear sir!"

Some men's letters do live after them. Consider the heads of marcions. Some of their missives are called state papers; and, generally speaking, a state paper is something to be read aloud somewhere by a near-sighted clerk, and then filed and forgotten. But once in a century or so, the leader of a people writes a letter that engraves itself upon the tablets of the people's memory—such a letter, for instance, as that which Lincoln wrote to the mother whose five sons had been killed in battle.

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This week Roy Dickinson has assembled an anthology of unusual letters—unusual for the odd reason that they are warm and human and charming. Even the writers of sales letters, Mr. Dickinson broadly hints, might read these with profit.

"Isn't an advertisement," Mr. Dickinson inquires, "merely a letter set up in type or spoken over the air?" Oughtn't it to talk as humans talk? Oughtn't it visualize, clearly, the other fellow's situation? Well, it doesn't, speaks up Robert B. Allen, Jr., of the Della

Allen Shop, of Mendota, Illinois. Advertising doesn't talk that way, at all. And that's one of the reasons why retailers get mad at man-"A Retailer Speaks His Piece," Mr. Allen says of advertising: "Material for mailing is valuable when it does not go too far in idealization. After all, women know that house-frocks are still house-frocks whether they are painted up or not; and with conditions in the trade as chaotic as they are, price competition as heavy, price advertising as misleading as it is, they have been bamboozled to exasperation.'

Daniel F. Sullivan, advertising manager of Cannon Mills, Inc., did not know about Mr. Allen's article when he made his speech at the A.N.A. convention in Chicago on the big city complex and its effect on retail promotion work. But if some of the things he recommends could be done, Mr. Allen would not have so much cause for complaint.

Yet the manufacturers, it seems, are still out after business. Having surveyed eighteen specific situations, E. B. Weiss reports this week on how, as business in general turns upward, sales forces are being strengthened in personnel, in allocation of territory, and in new plans of compensation.

On the other hand, however, all is not quiet on the dealer-jobber front. S. A. Parks, who has gone calling on 1,000 independent dealers, gathers that, touching on the jobber, many dealers are pretty sore. Actually, the retailers would like to push nationally advertised

June 7.

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goods. But, what with the jobbers pushing lower-priced, private-brand stuff, merchants feel they can't afford the luxury. "It's time the manufacturer realized," a retailer confided to Mr. Parks, "that the jobber is playing him for all he's worth."

Another dealer complained to Mr. Allen: "A manufacturer should train his men to help sell his goods, and not just sell goods to the grocer." This week we cite and describe an instance, not in foods, but in textiles. Under the title, "Showing the Dealer How," we set forth the method by which the Kendall Mills Division of the Kendall Company has developed three types of solicitation that brings sales from undeveloped fields.

In not one way, but in many ways, fixed prices affect purchasing policies. J. J. Newman, vice-president of the B. F. Goodrich Company, explains how the NRA, having abolished price-dickering, also has broadened the purchasing agent's field.

The economist looks at advertising. Depending upon who he is and in what academic environment he lives and moves and has his being, he sees it differently. This week we present, in book-excerpt form, five varying opinions.

. . .

Government grading of canned goods seems a practical certainty under provisions of canners' code *** New York Liquor Board permits use of advertising signs; also advertising matter on coasters and menus *** Early release of Hase study of agency compensation promised at spring meeting of A.N.A. in Chicago *** New York State organizes for \$500,000 milk campaign.

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ENSORSHIP ADERSHIP EADERSH

Constant examination into the character of all material intended for the columns of the Providence Journal and Bulletin protects thousands of readers from false and misleading advertising. . . It builds an ever increasing reader confidence in these two papers. . . A confidence which is reflected in their acknowledged leadership as advertising mediums in New England's Second Largest Market.

C. H. EDDY Company, Boston, New York, Chicago R. J. BIDWELL Company, Seattle, San Francisco, Los Angeles

Providence Journal & Bulletin



WHEN the feathered families flock to the north each spring, millions of tourists aren't far behind on their annual migration to Wisconsin.

The "birds" who like fishing, boating, golfing, scenery, comfortable temperatures, all find their heart's desire in the land of ten thousand lakes. Seven million tourists enter Wisconsin in a period of 100 days, stay an average of sixteen days and spend nearly \$200,000,000 here in the summer. Their needs create a huge added summer market in the Milwaukee-Wisconsin area for a wide variety of products.

In the state's leading newspaper you can reach the tourists—plus the biggest factory payrolls of the year in Greater Milwaukee—plus thousands of farm families which have the most money in the summer months. Sell this great year 'round market with The Journal alone!

THE MILWAUKEE JOURNAL

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Letters

Some Quaint and Curious Messages Which, Properly Adapted, Might Improve 1934 Sales Correspondence

By Roy Dickinson

The business of life is mainly carried on by means of the difficult art of writing, and according to a man's proficiency in that art shall be the freedom and the fullness of his intercourse with other men.—Stevenson.

WHEN Robert Louis Stevenson wrote down those words, I believe he said more than has ever been said since about the importance of letters. If more men would forget about steel nipples, vacuum cleaners or belt conveyors when they are writing a letter and more about what the letter is supposed to do when it gets there, I believe all correspondence would be vastly improved; and when a man improves the fullness of his intercourse with other men in getting his views over to them, he automatically increases his sales.

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Isn't an advertisement only a letter set up in type or spoken over the air? If it is, all advertising could be made far more productive if we could only picture the letter or copy message as it gets into the home, either a welcome guest with interesting things to say or someone talking aloud and stuttering over words that mean nothing. Then more lazy letters and lazy copy would be thrown out and better material make its appearance. A man who thought of a letter in those terms would never say "For your information I wish to advise." In a family circle gathered together on a summer porch, no sane visitor could imagine himself saying "In reply wish to state," or "Attached find."

In the special letter book kept for the guidance of a group of busy correspondents in the plant of a big advertiser out Ohio way, there appears this significant statement:

Picture your letter making its way into the humble homes all over the country. See it carried from town by the father of the family; watch the members of the family bending over it after supper by the light of the kerosene lamp. Keep this picture when writing the letter. Therefore write as informally, as interestingly, as sincerely as though you were present in each home and answering the questions of the occupants.

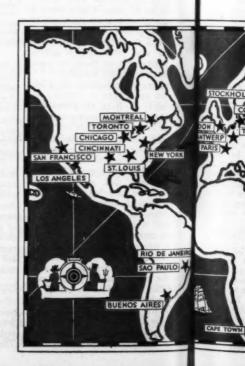
Now that is all I want to say about business letters in this article, because I am convinced that if we look over a few letters which were written not to sell merchandise, but for some other object, we may secure some helpful ideas to improve present-day letters and modern copy.

The difficulty most of us have in writing is not to write, but to write exactly what we mean—not only to affect our readers, but to affect them precisely as we wish. This idea is well understood in the case of making one's will or in set orations; but when we address a great many people about something we are interested in, we find much more difficulty.

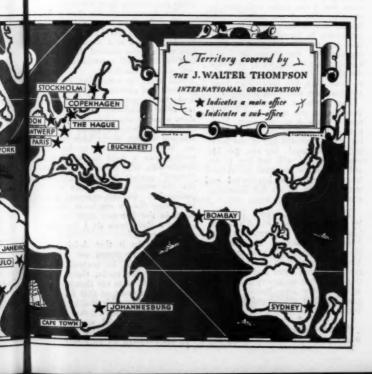
For the first letter I have to offer among those which have interested me recently is put down here not because of its literary style, but, because; well, here it is. The father of Dr. Alex Guemot,

Only 9 agencies in the nite a total businesqual J. Walter Thompson Corei

This international organization makes available to clients, wherever located, the most recent developments in advertising technique and experience in all parts of the world.



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a distinguished French physician, was writing to an intimate friend the day after his son Alex was born. The letter was dated in April, 1832:

DEAR FRIEND GUY:

I do not know whether to be happy or sorry over the birth of a son to which I have contributed only a modest share. The poor infant enters the world in very troubled times.

Hardly 17 years have passed since peace was restored to Europe and we still suffer cruelly from the effects of the war. Who knows if my son will not one day be forced to become the citizen of a republic? It makes one shudder. The conditions of life are daily becoming more difficult. Nanette, our servant, has paid 23 sous for half a kilo of butter and 2 sous for each fresh egg. It is absurd and exorbitant.

I would like to see my son embracing the noble career of medicine, but I see quite well that he cannot. One of the heads of the faculty has confided to me that this profession is literally invaded, and then this madness of speed is wearing out men. Only yesterday I saw a post chaise tearing along. It makes one giddy. The horses were galloping at more than five leagues an hour and everyone wants his carriage.

The streets of Paris are so congested that you must wait a long time if you wish to cross them. Madness of the century, my dear friend, for which men will pay in the brevity of their days! My son, like his contemporaries, will not live to be old. We know not what the future has in store for him, but we can bet with certainty on his not becoming a centenarian.

The son about whom this letter was written, Dr. Alexander Guemot, was honored by the French Academy of Medicine on his one hundreth birthday in 1932. Perhaps there is a cheerful suggestion in that letter and a realization that what we worry about now will probably seem trivial to our grandchildren one hundred years hence.

Another letter that has nothing whatever to do with business, but

which has always been one of my favorites may come in handy to almost anyone in these days when hard liquor is back, and when people are entertaining a little more than they did a year or two ago.

Charles Lamb had been invited to a party at the home of Dr. and Mrs. Asbury and the next day his sister insisted that he write a letter of apology for his conduct on that occasion. Here is how Charles Lamb apologized without apologizing, in good-humored fashion, and yet got over his thoughts precisely as he wished.

Dear Sir:-It is an observation of a wise man that "moderation is best in all things." I cannot agree with him "in liquor." There is a smoothness and oiliness in wine that makes it go down by a natural channel, which I am positive was made for that descending. Else, why does not wine choke us? Could Nature have made that sloping lane, not to facilitate the downgoing? She does nothing in vain. You know that better than I. You know how often she has helped you at a dead lift, and how much better entitled she is to a fee than yourself sometimes, when you carry off the credit.

Still there is something due to manners and customs, and I should apologise to you and Mrs. Asbury for being absolutely carried home upon a man's shoulders thro' Silver Street, up Parson's Lane, by the Chapels (which might have taught me better), and then to be deposited like a dead log at Gaffar Westwood's, who it seems does not "insure" against intoxication. Not that the mode of conveyance is objectionable. On the contrary, it is more easy than a one-horse chaise. Ariel in the Tempest says:

"On a Bat's back do I fly, after sunset merrily.

Now I take it that Ariel must sometimes have stayed out late of nights. Indeed, he pretends that where the bee sucks, there lurks he," as much as to say that his suction is as innocent as that little innocent (but damnably stinging when he is provok'd) winged creature, But I take it, that Ariel was fond of metheglin, of which the Bees are

(Continued on page 90)

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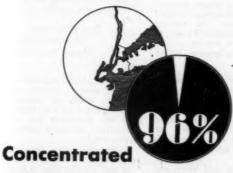
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Where Sales are Largest...

The circulation of this newspaper is not scattered all over the country. Ninety-six percent of it is concentrated in New York City and its suburbs, the market that offers advertisers the largest sales opportunities.

OVER 300,000 CIRCULATION

The



Sun

The Newspaper of Distinction in its Readers, its News and its Advertising

NEW YORK

Liquor Signs and Coasters

They Are Permitted for Advertising Purposes, According to Ruling of New York Board

STATE OF NEW YORK
EXECUTIVE DEPARTMENT
Division of Alcoholic Beverage
Control

Editor of PRINTERS' INK:

Commissioner Mulrooney has referred to me your letter of May 21, regarding signs advertising alcoholic

beverages.

The law does not permit, neither do the rules and regulations of this Board, exterior signs advertising any particular brand of liquor, wine or beer. Permission, however, is granted daily upon request, for exterior signs reading "Liquors-Wines" or "Beer" as the case may be.

The Board does, however, permit.

a certain amount of interior sign advertising. These signs, when no more than fifteen by eighteen inches, may advertise a particular brand of liquor, wine or beer, but they should not be placed in show windows where they can be seen from the street. They are what is commonly known as back bar, or counter signs. Some of these are illuminated.

The Board does not object to the so-called "coasters" used for placing a glass on, nor does it object to modest advertising on menus.

Trusting this clarifies the system,

Lam

Very truly yours, Joseph L. Cohn, Deputy Commissioner.

THIS official ruling by Commissioner Mulrooney's deputy—obtained by PRINTERS' INK in the course of correspondence with the Alcoholic Beverage Control Board—will clarify the situation for liquor, wine and beer advertisers and producers of advertising material.

Up to the time this letter was written there was no definite understanding about what the Board would or would not permit in the way of signs, coasters and menus containing advertising matter.

Now it is all plain.

Signs, as long as they are no more than fifteen by eighteen inches in size, may be displayed in restaurants, hotels and so on. They must be used as interior displays, however, much as counter and ledge signs are used in retail stores. And the maximum size allowed will permit the signs being plenty large enough.

Advertising may be done on coasters.

It may also be done in a modest

WAY ON MENUS.

PRINTERS' INK is informed that the policy set forth in Mr. Cohn's letter will be permanent—in other words, that it is an interpretation of the law which will hold good after the new Board takes office on July 1.

Another crisis met.

Have Swedish State Railways

Newspaper advertising of the Swedish State Railways, New York, is now being handled by Albert Frank-Guenther Law, Inc., New York. Daniel Starch & Staff, New York, have been appointed to handle magazine advertising.

Shoop Joins B-S-H

Edward P. Shoop, formerly with Lord & Thomas, Chicago, has joined the copy staff of Blackett-Sample-Hummert, Inc., of that city.

Handling Simmons Radio Series

The Simmons Company, Simmons beds and Beautyrest mattresses, has appointed Fletcher & Ellis, Inc., New York agency, to handle a series of broadcasts over a national hookup. The series will feature Mrs. Franklin D. Roosevelt.

Join Swan Studio

C. V. Potter, Glenn Grohe and Richard Mallinson have been added to the staff of the Swan Studios, Chicago.

More New York City families with checking accounts are reached in their homes by The New York Times than by any other newspaper. These people can buy now. Sell them first.

A fact from The Polk Consumer Census of New York City.

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GREAT drama

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the truest in their influence are works of fiction. They rearrange, they repeat, they clarify the lessons of life," said Robert Louis Stevenson

1934

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GREAT FICTION is not nly being written TODAY but is being read by milons instead of thousands

A more effective advertisement for the sale of locks, watch dogs, telephone service, radios and motor cars could scarcely be written than Mr. Rupert Hughes' story "Kidnapt," which appeared in a recent issue of Cosmopolitan. To few stories have so generally roused the protective emotions of so many million readers as this terribly appealing example of today's GREAT FICTION. It is another very timely and very dramatic instance of the fact that the most stimulating background for GREAT ADVERTISING is GREAT FICTION.

OSMOPOLITAN

Praise for Order-Takers

Better Any Day Than Strong-Arm Salesmen, Says This Retailer, Endorsing P.I. Editorial

CAMPBELL, CALIF.
Editor of PRINTERS' INK:

Your editorials I have found of late particularly pleasing. You seem reasonable. But perhaps you won't like my saying that; maybe I'll appear to be damning you with faint praise. Not so. Reasonableness is rare. An appropriate slogan for the world today might be: One stupidity must always be opposed by another. Your editorials, however, suggest hope of something different.

"Needed; More Order-Takers," May 17 issue, is from my point of view your most reasonable stroke to date. Many other unexpected things you have said, but I never thought to see this—not in a business publication edited in the inter-

ests of selling.

You spoke of the small-town field. In this field I battled with salesmen for twenty years. Among strong-arm salesmen I was spoken of as one of the hardest of the hard-boiled; but the order-takers I permitted the run of the place. Most of the men I bought from regularly I let check my stock and write up orders largely according to their own judgment.

Order-taking has perhaps never been sufficiently dramatized. Writers of success stories have doubtless considered this phase of selling unworthy of their attention; but some order-taking stories I have found decidedly interesting and

thrilling.

For instance, in a town not far from mine there was a large food market owned and managed by a hard-boiled Italian, John Dana. Average salesmen found Dana so difficult as to be scarcely worth bothering with. If selling him was hard, pleasing him seemed impossible. He'd chase salesmen out of his store with his cheese knife, cussing their merchandise most colorfully. And yet Dana sold great

quantities of goods. He bought somewhere.

One day I mentioned this case to a salesman who had only recently begun calling on me. He said, "I've sold Dana for a long time. He's one of my favorite customers. I look over his stock and usually write up his order at my hotel. Dana particularly likes live specials, but he thinks he recognizes live merchandise without having its selling points rubbed in. Prides himself, in fact, on being able to sell anything anybody in his line can sell. And he wants enough stock to make a dramatic display. So I always include in his order specials of my own choosing, a good fat order, and on my next trip I generally find him cleaned up and with a check ready, too busy to talk."

Difference Between Buying and Selling Mood

John Dana was a natural salesman himself, and I believe that good salesmen are rarely good buyers. Selling mood and buying mood differ, even conflict. Hence the small merchant, the man who must both sell and buy, who is a good seller feels at a disadvantage in buying. That makes him afraid. Animals that are afraid tend to bite.

Good order-takers are genuinely friendly, in word and act; so the dealer learns not to be afraid of them. Almost needless to say, good order-takers are dependable. They play fair year in and year out.

In my own experience, however, good order-takers seldom called for long. They had qualities that brought promotion. What we need are more good order-takers than there are opportunities higher up, so that order-takers can stick around in the traveling field a while.

JOHN D. BLAINE.

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Plan No

Add Selling Pressure to Fit 1934 Requirements

How Eighteen Sales Managers Get More Volume

In addition to one organization which did not want to be quoted by name, the following companies furnished the information on which the accompanying analysis was based:

The R. L. Watkins Co.
Canada Dry Ginger Ale, Inc.
Johnson & Johnson
Multibestos Company
The Seiberling Rubber Co.
The Globe-Wernicke Co.
The Chain Products Co.
A C Spark Plug Co.

The Armand Company
The Todd Company
Curtiss 1000 Inc.
The National Cash Register Co.
Houbigant Sales Corporation
The Coleman Lamp and Stove Co.
General Shoe Corporation
Benedict Mfg. Co.

Pet Milk Sales Corporation

By E. B. Weiss

A FTER four long years of steady practice—another by-product of the depression—the habit of applying the pruning knife to sales plans became pretty firmly fixed.

But the pace of business is too fast to permit any company that is permeated with set notions to re-

main in the race.

Therefore, when sales curves began definitely to point upward, forward-looking sales executives began to formulate expansion plans. They carefully examined their sales structure to see where it could be strengthened so as better to rise to sales opportunities.

Recently, eighteen prominent companies blessed with this kind of sales manager, summarized the plans they had developed since the turn of the year in connection with their sales organizations for the purpose of getting their share of the increased volume that promised to be available. The companies are listed at the head of this report. Their plans follow:

Plan No. 1: Increase the sales force.

Every retailer has had occasion to know that the number of salesmen on the road dwindled almost in exact ratio to the drop in the volume of business. Therefore, it was but natural that one of the first moves would be the addition of man power to the sales force. At the end of March, of this year, Johnson & Johnson were traveling approximately ten more salesmen than at the same time a year ago, representing an increase of 10 per cent. Canada Dry Ginger Ale, Inc., was traveling 133 more salesmen, an increase of 125 per cent, with new lines being, of course, a more important reason for the increase than prospects of better business.

The Seiberling Rubber Company, operating in a field which has made a strong recovery from the depression lows, showed an increase of 36 per cent in its sales force. The General Shoe Corporation was traveling seventy-five men at the end of March compared to sixty a year ago. The Coleman Lamp and Stove Company has one more man.

As for the Houbigant Sales Corporation, it cheerfully announces that its sales force today is larger than at any time since the spring of 1931, with five more men on the road this spring than a year ago.

The R. L. Watkins Company

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states that the two additional men now on the road represent an addition of 20 per cent to the sales force. The National Cash Register Company, with its huge force of salesmen, reports an increase in its sales force of 10 per cent and adds that it is continuing to employ additional salesmen. And The Todd Company proudly says that it has about 100 more salesmen than a year ago, representing a 20 per cent increase.

Then there is the Pet Milk Sales Corporation with a sales force increase of 14 per cent, and the A C Spark Plug Company, with an addition of four men to its force. And finally we hear from The Globe-Wernicke Co., which announces that it has not yet increased its sales force but is plan-

ning on doing so soon.

Plan No. 2: Sales territory revision.

With the reduction of sales personnel during the years of the Great Decline it was logical to revise sales territories. This took two basic forms: 1—The remaining salesmen had to cover more ground. 2—The least profitable territories were no longer even

visited.

Now that many companies are replenishing their human selling power some of this ground is being retraced. As a matter of fact, companies that have not yet added to their sales forces have made it possible for their men to cover territories which had been neglected for several years because the sales expense ratio was too high. For example, The Globe-Wernicke Co., which has not yet added to its force, now has its men covering certain territories that were passed by at the bottom of the slump. Other companies report similar experiences.

But Globe-Wernicke is also planning what a number of companies have already done, namely, to revise territories as men are added. H. H. Wittstein, vice-president of that company, informs me that: "Plans are now being made to revise our sales territory layout, split up some of the larger territories.

and add more men."

The Chain Products Co., volunteers the information that the four new men it recently took on, who operate out of the factory on a salary and expense basis, are covering portions of the South and Northwest that had not seen a Chain Products salesman for some time. And C. A. Puckett, sales manager, adds:

"We have thought it advisable to re-align some of our territories, taking into consideration the potential volume of these territories and also arranging territories so that our men could contact as many of the important hardware centers

as possible."

The Armand Company has not added any salesmen. However, this organization did not regularly cover Florida, Mississippi and Louisiana during the worst of the depression. It is generally known that the Southern States have staged a most remarkable recovery and Armand has arranged to have these three States adequately covered.

The Todd Company has been campaigning vigorously for new salesmen. As a result, it has found a much higher type of man than was available a few years ago. Men of this type, it has found, can produce enough business to justify covering territories that had been vacated due to high selling costs. The company has also made many adjustments in territorial layouts.

A most interesting bit of news is furnished by Curtiss 1000 Inc. This company, contrary to the general experience, has cut its sales force in the last year by chopping out dead wood. However, it plans to make important revisions in its sales territories in the next two or three months. It proposes to set up a larger number of full-time territories and to do away with its part-time and side-line territories which are now in operation.

This is significant because it is known that many companies took on part-time or side-line salesmen for certain territories. In few cases have these arrangements worked out satisfactorily. They were purely measures of expediency and now that these territories are again

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Studebaker GAINS 82% IN THE CHICAGO MARKET



STUDEBAKER SALES CO.

OF CHICAGO

GOMESIA, GIFFICER, TWENTY-FOURTH AND PEDERAL STR.

CHICAGO, ILLINOIS

VB-STHOME CALUMET THE

MEDIT R. LEVY PRODUCT

New 21,1974

Mr. George F. Hartford, Advertising Director, The Chicago Daily Hess, Chicago, Illinois

hear Mr. Hartft

First four musths of 1954 Studenburg increased its calcuin Good County more than tip over the same period of 1955. This was by far the largest percentage of increase made by contracting in Studenburg's price times.

of operial siles of the Could County for the consentration of the County for the consentration of cars in our price class could be sold there. By of our control Chicago because yet called the Self our control Chicago because we called the Self our control Chicago because yet could be a beauty from the County for the County of the County

Under the directablesses on believe you deserve a good share of the credit for our greatlying takes increase. Ton one he sure that we can move said on the Daily News now than 1997.

Handless to say so are most greatful for year

splendid assistant

==/x

The President Courses

MAN SALES SOOK, seconds and one region over the sales of California

WITH

59% OF ITS

ADVERTISING

DAILY NEWS

THE CHICAGO DAILY NEWS

OF LEADERSHIP

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW YORK — CHICAGO — PHILADELPHIA — DETROIT — SAN FRANCISCO

showing possibilities of producing volume at a reasonable sales expense ratio full-time men are being

put back on the job.

The National Cash Register Company found it necessary, at one stage of the slump, to abandon its sales headquarters in certain cities of medium size. These territories were added to adjacent territories and were therefore still visited. However, NCR is planning to return to its original sales territory layout as soon as this is expedient.

Last year, the Houbigant Sales Corporation had one representative covering all of the South Atlantic States from Virginia to Florida, inclusive. Today, it has two men in the same territory. Last year the company had one man covering Illinois and Indiana. Today it has two men in that territory with the senior man confining himself almost exclusively to Chicago and Indianapolis. This company has also arranged for its salesmen to cover their territories more regularly so that whereas the men had been visiting certain industrial centers only once or twice a year they are now calling on dealers in these cities four times annually.

That is a most important point. With the reduction in the size of the sales force, it usually became necessary for the salesman to spread his attention over so much ground that choice customers could not be as assiduously developed as they should be. Now it is again becoming possible for sales executives to demand, and for salesmen to deliver, a greater measure of selective selling, which calls for concentration of time and effort on the most favorable customers and

prospects.

Thus along this line Seiberling Rubber reports that at the low water mark, while it did not abandon any territory, the territories of the remaining men had to be expanded. Its national coverage was continued but the men, naturally, could not cover their territories so intensively as previously. With the increase it has made in its field sales organization, the old men have gone back to practically the same territories they formerly cov-

ered, while the new men have taken over the remaining territory.

This company also reports that its sales territory changes have very closely followed business revival in specific sections. For example, in the last six months the company found that the Mid-West agricultural section was coming to the front rapidly. Therefore it doubled its field sales organization in that section and is planning on an even greater expansion. In New England, the revival of business has been such that the company has trebled its field organization!

Still another plan developed as a result of territorial changes has been the employment of junior salesmen. Arthur B. Hill, sales manager of Johnson & Johnson, states that: "We have placed junior salesmen in some of our weaker territories." And the Pet Milk organization reports: "Our new men have been put to work on a temporary allotment basis. They have all been placed in the larger industrial markets to supplement the work which already was being done by our regular men in those markets."

Plan No. 3: A new incentive compensation system.

J. L. Cochrun, assistant sales manager of Seiberling Rubber, sets the pattern for the procedure that is being followed in connection with the adjustment of compensation methods, when he states that:

"Six months ago we took our first steps to inaugurate what is really a profit-sharing plan with our field sales organization. This percentage of net profit is to be given to the men as a bonus at the end of our fiscal year. We consider this as one of the most forward steps we have ever made in a remuneration program, as it is accomplishing real results."

Johnson & Johnson have found it worth while to simplify their compensation and bonus plan. Canada Dry, interestingly enough, has reinstated a bonus plan which was discontinued three years ago! And a prominent paint company furnishes the following pertinent information: "We sales born working our books but who in 1934, cial play and have tem accor

June 7, 19

The R, giving bo slower m running a its product given to a percentage in each te

This question means exholor put sall pink of correports that ing force subster coast is going to sales convert A third come considerable.

Cheltenham The follow

The follow ham Advertis executives: (
was with Ch and for the Birch-Field, formerly will Stearns, form pany and R. and Leslie Y. Remington-Ra writer divisionew art directhe last four

Austin, Nich Charles Mo advertising ma & Company, groceries, win

groceries, win be in charge John Scotch Whisky and o ucts and impo

Zimmerman George E.

former manag Houston, has staff of the Na pany in New attached to the "We are re-emphasizing our sales bonus plan. Our men are re-working customers who were on our books two or three years ago but who have not bought from us in 1934. We are making a special play for the bigger accounts and have planned our bonus system accordingly."

The R. L. Watkins Company is giving bonuses on several of its slower moving items. It is also running a sales contest on one of its products under which prizes are given to salesmen on the basis of percentages of increase of business in each territory over 1933.

This quick recapitulation by no means exhausts the plans devised to put sales organizations in the pink of condition. One company reports that it has doubled its training force so that its men might be better coached. Another company is going to hold its first general sales convention in several years. A third company has arranged for the home office executives to do considerably more traveling. The

executives are not only spending more time with the salesmen right out in the field but they are also going out after business as lone wolves.

And in addition to all these plans, advertising and sales promotional policies have also been revised and strengthened so as better to back

up the sales force.

These incidents indicate not only what may be done to place the sales organization in fighting trim but also what more and more companies will find themselves compelled to do if they are to remain in the competitive race. Business improvement does not bring easy sailing for most companies. To the contrary, it frequently makes competition more intense because the more aggressive companies realize that the time to strike is while the iron is getting hot.

Take a look at that sales organization of yours and see whether some of the 1934 selling gadgets have been tacked onto it or whether it is still crawling along with 1933 equipment!

Cheltenham Adds to Staff

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as nd irinThe following are now with Cheltenham-Advertising, New York, as account
executives: Charles C. Delmonico, who
was with Cheltenham twenty years ago
and for the last seventeen years with
Birch-Field, Inc.; F. L. Keller, also
formerly with Birch-Field; Howard B.
Stearns, formerly with Doremus & Company and R. C. Kingsbury & Company;
and Leslie V. Spencer, formerly with
Remington-Rand, Inc., portable typewriter division, as sales manager. The
new art director is N. A. Cossenas, for
the last four years with Birch-Field.

Austin, Nichols Appoints Mosler

Charles Mosler has been appointed advertising manager of Austin, Nichols & Company, Inc., Brooklyn, N. Y., groceries, wines and liquors. He will be in charge of advertising on Long John Scotch Whisky, Paddy's Irish Whisky and other Austin, Nichols products and importations.

Zimmerman Joins NBC Staff

George E. Zimmerman, founder and former manager of Station KPRC. Houston, has been appointed to the staff of the National Broadcasting Company in New York. He is at present attached to the stations relations department.

Cherry Canners Plan Campaign

Approval of a three-year co-operative advertising campaign in behalf of red pitted cherries was voted by the Michigan Canners Association at Traverse City, Mich., last week. If a fund raising campaign among canners of Michigan and Wisconsin is successful the program will become a reality. Tentative plans call for an expenditure of between \$100,000 and \$150,000 each year.

Boucher to Free & Sleininger

Ken Boucher has been appointed manager of the San Francisco office of Free & Sleininger, Inc., radio station representatives. T. S. Soth continues as account executive in that office. Mr. Boucher formerly was executive vice-president of the Pacific Association of Advertising Agencies, previously having been account executive with Lord & Thomas, San Francisco, for nine years.

Griffith Joins Marketing Group

Alva M. Griffith has been appointed to the staff of General Marketing Counselors, Inc., New York. Previous connections were with the U. S. Chamber of Commerce and The Public Service Corporation of New Jersey. He was also for several years marketing counselor for the McGraw-Hill Publishing Company.



MAN REPRESENT BOONE HEARST NE WSPAPER

New York Journal Albany Times-Union Syracuse Journal Rochester Journal Los Angeles Examiner

Boston Advertiser Albany Times-Union Syracuse American Los Angeles Examiner

DAILY Boston American Baltimore News Washington Herald Washington Times San Francisco Examiner

SUNDAY

Rochester American Detroit Times Omaha Bee-News San Francisco Examiner

Chicago Americ Detroit Tin Atlanta Georgi Omaha Bee-No Seattle Post-Intelligen

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ODNE

Phila

JLLSBYE

N this country, there are probably less than a hundred places here selling can be as quickly rofitable as it ought to be.

It has long been realized that ese markets make up the Bullse of America . . . the sales obctive of first importance.

Within the Bullseye, live over If of all our people . . . buying percent of all merchandise. Beuse dealers are closer together, stribution is more economical; smen can make more calls per y . . . and . . . sell more goods reall.

But, above all, in these markets concentrated influence of local

newspapers can be brought to bear ... upon consumers, to win quick response ... upon dealers, to get the cooperation that trained newspaper men know bow to get.

It is no wonder that more and more manufacturers now pin their faith upon Bullseye Marketing . . . and find their faith justified. It is no wonder that they start their concentration in the 14 Bullseye areas where the Rodney E. Boone Organization, representing 27 great Hearst newspapers, makes local conditions so plain that advertising and sales plans can be more pointedly accurate and, therefore, more immediately profitable.

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BOONE MAN

ODNEY E. BOONE ORGANIZATION

EARST ADVERTISING SERVICE

icago Detroit

Philadelphia a Francisco

Cleveland Rochester Los Angeles

Boston Atlanta Seattle

Beer in Family-Size Bottles



BACK on the market after an absence since Prohibition went into effect, Hupfel's beer is being

re-introduced under the sponsorship of Canada Dry Ginger Ale, Inc. Its return is accompanied by several innovations. For Hupfel it means its first entrance into the field of bottled beers. For the beer industry it means the introduction of a family-size bottle of 24-ounce capacity.

The larger bottle will sell four full glasses for the equivalent of 20 cents. The standard 12-ounce bottle will sell two for a quar-

ter.

Distribution is confined to the metropolitan area of New York and more than fifteen papers are carrying advertising which will continue throughout the summer. The Hupfel family, of the third generation, is operating the brewery under a partnership arrange-

ment with Canada Dry whose prestige is behind introduction of the new bottled beer.

Marketing and Research Changes in L&T

The following appointments have been made in the marketing and research divisions of Lord & Thomas: T. W. Braun is manager with headquarters in New York. He had been with the Pacific Coast offices. He will be assisted at headquarters by V. H. Pelz, Arthur M. Wolkiser, R. H. Leding and J. A. McPherson.

Mr. Pelz has been with General Marketing Counselors, Inc. Mr. Wolkiser has been active in the financial field as an economist and statistician. Mr. Leding was manager of the New York research department and Mr. McPherson filled a similar position in Chicaso.

George Richardson, Jr., since 1927 with the J. Walter Thompson Company, is now manager of the New York department, which William M. Kline joins. Hugh A. Doney is now manager of the Chicago department which Graham Penfield has joined. Ford Sammis has been promoted to head of the agency's Pacific Coast research staff.

Amateur Copy Writer Forces Political Coup

An amateur's advertisement, written by a lawyer, started the campaign which terminated in the backing of the Republican organization of Pennsylvania and the nomination of Attorney-General Schnader for Governor. The organization previously had other candidates in mind.

But Robert Cechert, a former law student of Mr. Schnader's awoke at 3.30 a.m. one Sunday morning and in pajamas wrote the first "Schnader-for Governor" advertisement. He then west about collecting money to pay the newpaners for its insertion.

about collecting money to pay the newpapers for its insertion.

It was only five weeks before the primary election and the outcome broke precedent. This initial advertisement started the voters thinking, and the politicians, too, and the lawyer-copy writer's candidate won

Holiner with Lennen & Mitchell

Mann Holiner, until recently, radio executive of the Federal Advertising Agency, has been appointed director of radio of Lennen & Mitchell, Inc., New York agency.

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A Retailer Speaks His Piece

Patronizing Attitude of Manufacturer Irks Him Exceedingly and He Very Plainly Tells Why

By Robert B. Allen, Jr.

The Della Allen Shop, Mendota, Ill.

I HAVE been reading with much amusement the panning of small dealers that has so added to the intellectual stature of PRINTERS' INK these last few issues.

Small dealers abound. They go bust, or get along. If they pay their bills the manufacturers and the jobbers get along too. If they don't, the big boys stretch and stretch and finally they go bust themselves. The sorry thing is that, in spite of the way manufacturers curse these little accounts, the way they complain because every fellow won't mess up his space with trick displays that depend upon high velocity to make their impressions, they go right on promoting these accounts.

Small operators are those benighted souls who just aren't as intelligent as agency account executives. If everyone were so full of sweetness and light as some a. e.'s I know, this world would be a vale of bliss and there would be

no stores at all.

I happen to be connected with a women's ready-to-wear shop in the less than \$100,000 class. We operate in a good farming community of 4,000 population, draw our trade from rather a wide area because of the way we do business. We carry no cheap merchandise, and do plenty with nationally advertised lines. We have discovered that it is a definite help to tie in with nationally advertised brands. And we have also found that over and above the promotion sent us stands the fact that it is the merchandise that sells.

Excellent material is presented us for distribution and imprinting by a number of manufacturers. We use some of it but not all. Set displays, of course, are not so widely used in shops like ours.

Material for mailing is valuable when it does not go too far in the idealization of the garment. After all, women know that house frocks are still house frocks whether they are painted up or not, and with conditions in the trade as chaotic as they are, price competition as heavy, price advertising as misleading as it is, they have been bamboozled to exasperation.

Large metropolitan advertisers have succeeded in making women everywhere suspicious of all retailers, and have made the small merchandiser take it on the chin. Those little fellows who take it and hand it back are in the dough as never before, and the other little ones who are not quite on their toes are being ridiculed and razzed by the very men whose bread they butter.

Advertising Alone Does Not Make Quality

The fact of the matter is that most products have competitors whose quality is just as good. When Mr. Bump at the corner grocery suggests that the Wawa breakfast food is just as good as the Blugblug, he is usually right. I have seen too many products put over by plain promotion to believe that advertising alone makes quality.

That is only too true in wear-ables, and cosmetics. Any agency man who has worked on research in cosmetics will add an amen to that. Pretty package. Lovely color campaigns. Sweetish copy. Promises. And the chances are that Mr. Bupple at the drug store has an equally good cream at half the price upon which the manufacturer still makes a swell net.

The way for a manufacturer to get dealers to use his display ma-

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June

terial is to have a product that is the best in its field. Not according to copy but according to fact. If he can put out such a product, and treat the dealer right, he'll get cooperation.

Mr. Brew* probably has never tried to get a chance to talk with an agency executive. He tells comical tales about doing this and that to get a word with merchants in the field. Let him put himself in the position of the young man who is earnest and who has himself to sell. He goes to an agency office and waits six to eight hours. Then he gets to see some junior who strangely resembles the delivery boy in the small grocery, dressed up. The junior cracks wise. He spits at the stove for much longer than ten minutes. He makes fun of the fellow who might be the salesman for a line of cereals. And finally the account executive gets around to see the youngster and laughs him out of the office. I know. It's been done to me.

Mr. Brew will discover that there are as many poor executives in ritzy offices on Madison Avenue as there are in little shops in the sticks. If he ever gets into our shop he'll get a courteous reception and a hearing. If he wants to sell his line he will get a chance to show We can learn from him. We want to. But the dilly bat who tries to tell us how to run our business in a cocky way, without respect, tact, or sense, gets a swift kick and so will Mr. Brew if he fails to be a gentleman. We have been here twenty years because we have wanted to learn and have kept going. We have much to thank our manufacturers for. And we have much to thank ourselves for.

If the advertising man will try to realize that he is dealing with an individual who is only a little less high in I. Q. than he is, and act accordingly, he will be more successful. If he will but put himself in the position of the merchant he will get along better. And if he will be kind enough to listen to the men who have things to sell him, maybe he will learn, too.

The biggest laugh I have had in years was given me by a prominent executive in Chicago who spent fifteen minutes of our time one day, belittling me in Spanish to his assistant in my presence. I understood plenty Spanish, and after he was quite through, I asked him if he was used to having everything his way all the time.

I told him that every word he'd said was perfectly understood by all three of us, and that I thought him one swell guy. And he looked amazedly at me, saying: "I never thought you guys from the sticks knew any Spanish!"

If more of the manufacturers would realize that the little fellow understands not a little of their language, and that he can give them all cards and spades in human understanding any old time, they would have better success with their beautiful and costly displays. But not until they improve their products will they defeat the practice of substitution.

This is a long letter, and I'm sorry I wrote it. We little merchants still do half the nation's dollar volume. I'd suggest that agencies and their clients revise their selling methods. In other words, they'd better fish or cut

Brazil Nut Campaign to Ayer

An association, composed of sixteen members including importers and three shipping lines serving Brazil, has been formed under the name of the Brazil Nut Advertising Fund and has appointed N. W. Ayer & Son, Inc., New York, as advertising counsel. Mediums are now being selected and plans being made for an advertising campaign which will soon start.

Form Harris-Kaufman-Serwer

Harris-Kaufman-Serwer is a new atvertising agency, with offices at 346 Fifth Avenue, New York, Principals are Clinton G. Harris, Frank H. Kaufman and Harry Serwer, Mr. Harris and Mr. Serwer were formerly with The Merchandise Manager as editor and advertising director, respectively. Mr. Serwer has spent fifteen years in atvertising activities.

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Dan A. C

^{*}Mr. Allen is apparently referring to an article "Why Small Dealers Stay That Way" in PRINTERS' INK for May 24, written by John V. Brew, of Pedlar & Ryan, Inc.

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for VOLUME SALES AT LOWER SELLING COST

CONCENTRATE



Indianapolis is the gateway to the 2,000,000population Indianapolis Radius. Over 300 wholesalers and nearly 20,000 retail stores provide effective distribution in this responsive market.

YOUR INDIANAPOLIS ADVERTISING

—in the newspaper the Indianapolis Radius decisively prefers;

—in the newspaper that delivers over 24,000 more copies daily than any other paper in the Indianapolis Radius;

—in the newspaper that delivers 97% of its total circulation by carriers direct to the home;

—in the newspaper to which the Indianapolis Radius has repeatedly proved exceptionally responsive;

-concentrate in The Indianapolis News.

In April, the daily average net paid circulation of The News was 147,613, a gain of 21,415 over April, 1933. More than 80% of this circulation is in the Indianapolis retail trading area.

It's this coverage of the market, plus reader confidence and responsiveness, that gives The Indianapolis News the ability to do the advertising job—ALONEI

THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York
Dan A. Carroll, 110 East 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.

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Value of the Coupon

Four Insurance Advertisers Establish Some Basic Principles Which Can Be Applied Generally

WHILE it is true that coupons may be of more direct value to life insurance companies than they are to most advertisers, the experiences of four companies in this field should be of interest to all students of this method of stimulating inquiries. Coupons have been a common method of obtaining leads which are turned over to sales representatives of the compa-PRINTERS' INK has been asked many times by insurance companies and others just how valuable such inquiries are and what the companies using them think of the whole coupon idea.

A questionnaire was sent to four representative life insurance companies, with a promise that the identities of the companies would not be disclosed.

Following is a digest of their experiences:

- 1. What publications does your company use?
 - A. Only newspapers.
 - B. Magazines and newspapers.
 - C. Magazines.
 - D. Magazines and newspapers.
 - 2. Do you use coupons?
 - A. Always.
 - B. Yes.
 - C. Yes.
 - D. Most always.
- 3. How long have you been using coupons?
- A. Five years. B. Less than one year in magazines; two years in newspapers. C. Eight months.

 - D. For many years.
- 4. What is the cost per coupon returned to you?

On this question, little information is available not because such costs could not be divulged but because of lack of figures for makingestimates.

Company "C" explains: "We have not calculated the cost per returned coupon, not being strongly interested in the number of returns. There might be two methods of calculation, one of them going only as far as the cost of the coupon, regardless of its value, in relation to the cost of the advertising; and the other taking into account the average productivity of a coupon.

"It should be remembered," cautions this company, "that life insurance selling derived through advertising costs more than sales made by agents' personal effort, Coupons are distributed to agents for follow-up. The agent does the work and on his sales receives the customary commissions. examinations, credit reports, and all other items of overhead are present in advertisement-produced

"The question of profit does not enter into it, because a mutual company has no stockholders and therefore does not operate for The structure of life insurance is such that stepping up the volume of production cannot always result in money-making, as it may do and frequently does in other businesses."

- 5. What percentage of the coupons returned to you do you consider based simply on curiosity?
 - A. Twenty per cent.
 - B. Depends on the type of copy

C. Some of the coupons come from agents of competing companies who take that means of acquainting themselves with our sales methods; some are from uninsurable persons, who, knowing that they are uninsurable, nevertheless are trying to find a way to obtain insurance; some are from students of advertising; and the remainder are from the ever-present curious.

"We have no means of knowing," this company says, "how many of the signers were really interested and gave our agents an

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opportunity to talk with themseriously. Strange as it may seem, probably no life insurance company has yet been able to devise a system which would cause its agents to 'come across' promptly with re-ports in a service of this kind."

D. Does not know what percentage is really interested. Coupons are sent to agents having jurisdiction in the territory of origin and it is up to them to carry on the

work in their localities.

6. Do coupons offer a booklet, or do they invite a call by your agent?

A. Offer booklets and other information.

B. Booklet. C. Booklet.

D. Booklet or information; rarely are suggestions made that an agent call.

7. Will you continue using coupons?

A. Yes.

B. Can't say. C. Yes.

8. What traceable effect has been observed in so-called institutional or indirect selling advertising?

A. Can't estimate. Three years of this proved beneficial in establishing the name of this company.

B. Excellent, as reflected in letters from the sales force.

C. Agents have a stiffening of their own backbones when they find their own company's advertising among those of other wellreputed organizations; they report

in many instances that advertising has obviated the necessity of identifying the company, thus permitting them to go directly to their salesmanship work. Another traceable result is the belief that institutional advertising tends to resell the man who may be thinking of giving up his insurance. This helps to reduce the volume of lapses.

D. Has done considerable institutional advertising and the traceable effects justify this form of advertising for this company.

There is doubtless, as one company (among the leaders in the field) points out, always a slight trickle of business resulting from the use of coupons. But this should not be the chief reason for their Accustomed to seeing national advertising of various types carry coupons, agents are inclined to believe that they are made to miss a bet when life insurance copy also does not include a coupon.

One company traces \$1,000,000 in new business in one year from coupons. But, as another points out, no matter how large the number of sales, it could never be more than a grain of sand compared with the total written by a welltrained corps of industrious and closely supervised agents.

This company sums up the case for the coupon as follows: It does a little good, it doesn't do any harm, and it does keep the agents

satisfied.

Has All Penn-Maryland Account

Lawrence Fertig & Company, Inc., New York, has been appointed, effective July 1, to handle the advertising of all products of the Penn-Maryland Company, Inc., a subsidiary of National Distillers. This appointment is in addition to the advertising of Fleischmann's Gin and other gin products which have been handled by Fertig. Erwin, Wasey & Company handle all other National Distillers advertising.

Directs Selby Shoe Sales

N. B. Griffen has been appointed general sales manager and manager of production of the Selby Shoe Company, Portsmouth, Ohio. He has been with this company since 1911.

Powers Heads Houston Club

Ray L. Powers, advertising manager of the Houston, Tex., Press, has been elected president of the Advertising Association of Houston. Other officers elected are: Jay H. Skinner, first vice-president; Fred H. Hannah, second vice-president. Elected directors were: H. C. Fiester, Michael Murphy, Lee M. Wedd, M. L. O. Andrews, Fred E. Campbell and Paul C. Franke. Malory McDonald, retring president, was made an exofficio member of the board.

Appoint Howland and Howland

The Beckley Newspaper Corporation, Beckley, W. Va., has appointed How-land and Howland, Inc., as its national advertising representative.

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NATIONAL REPRESENTATIVES:

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Arthur MORTON FOR THE FAIR

Fair Time again—the deluge begins. Once more, "their sisters, and their cousins, and their aunts" come trooping into town. Once more, Chicago is hostess to the nation. You can depend upon the Mortons to do their share.

There is nothing stuffy about Tom and Mary Morton. They're young, alert, proud of themselves, proud of their home. They like company and entertaining. And although they'll have more than their share—as they did last summer—they'll go through with it like good Chicagoans.

All of which very definitely means that they'll be spending more money—and, equally important, strongly influencing the spending trends of their visiting friends. Guests—and how they do flock to Chicago during Fair time—entail stepping up the food budget; in-

deed, stepping up practically all purchasing. If manufacturers hope to be in the good graces of the Mary Mortons they better busy themselves with making their acquaintance. A word to the wise is ADVERTISE. The Mortons and their kind of bright, young people are much too modern to guess about unadvertised or unbranded merchandise.

There are 450,000 of these very nice families reading the Chicago American every night. They buy at least half of everything that's sold in America's second largest market. This great market will be augmented by thousands of friends and relatives visiting the Fair, plus additional thousands of Hearst readers from other parts of the country. Unquestionably, here is the largest active market in Chicago. It's yours for the—ADVER-TISING.

AMERICAN families Buying Ideas

Rodney E. Boone Organization

\$500,000 Milk Advertising

IT is anticipated that within a few days the organization which has been set up by the State of New York to conduct a \$500,000 advertising program on milk will be in complete operation and plans for advertising definitely under way.

The bill authorizing the campaign was signed by Governor Lehman, as forecast in PRINTERS' INK of May 10, and a technical advisory board has been appointed by State Agricultural Commissioner Charles H. Baldwin.

Ex-officio members of the board are Frank E. Gannett, publisher of the Gannett Newspapers, and William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association.

Active members include Jerry E. Badgley, Albany, representing distributors; Earl B. Clark, North Norwich, representing producers; George W. Sisson, Jr., Watertown; Dr. Flora Rose, Cornell University, and Dr. Thomas Parran, Jr., State Health Commissioner.

This committee will consider the selection of an advertising agency and will study returns to a questionnaire sent agencies by the Department of Agriculture. State Tax Commissioner Mark Graves reports that virtually all details have been worked out for collection of the tax of 1 cent per 100 pounds of fluid milk and cream, which is to raise funds to finance the \$500,000 advertising campaign.

This tax, under the plan agreed upon, will be collected entirely from milk dealers, despite the fact they are responsible for only half the total. The producers' share will be deducted from their annual milk checks by the dealers.

Larger Luden Campaign

WITH definite evidence that business is on the upswing, Luden's, Inc., Philadelphia, will increase its advertising 30 per cent. In making this announcement at the company's recent fifty-third annual sales conference, D. W. Dietrich, president, pointed out that the company is now doing a bigger business than at any time in its history.

He gives credit for this performance largely to advertising. Despite general bad business in other fields during the depression, the company's plants have not had

Donovan with Kasper-Gordon

H. Hobart Donovan has joined the Kasper-Gordon Studios, radio station representatives, Boston, as production and contact executive. He was formerly with WHAD, Milwaukee.

Old Agawam Gin to Humphrey

The H. Porter Distilling Company, Springfield, Mass., has placed its advertising account with the H. B. Humphrey Company, Boston. a single day of enforced idleness, and further, he said, there has not been a single cancellation of ad-

vertising by Luden's.

That fact, Mr. Dietrich believes, explains why its business has held up so well and why the company is now doing so much better than unadvertised products. Plans call for increased use of magazines, larger space in newspapers than ever before, and a radio campaign which will get under way in the fall.

The account is handled by J. M. Mathes, Inc.

Fletcher & Ellis Named

Hiram Walker & Sons, Inc., Peoria, III., has appointed Fletcher & Ellis, Inc., New York agency, to direct a campaign on its blended whiskies in the New York metropolitan area.

Mart Appoints Coffman

A. B. Coffman has been appointed exposition manager of the Merchandise Mart, Chicago. He will continue his own business as a director of trade shows.

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What Economists Say about Advertising

One of the important influences in the consumer revolt against shoddy advertising is the attitude of writers of leading college economics texts. Young college men and women are getting a view of advertising quite different from that taught a decade or more ago. Excerpts from a few popular economic text-books will give advertisers an interesting and probably disturbing picture of what is being taught in college economics classes.

Economic Behavior. By Members of the Department of Commerce, Washington Square College, New York University (Willard E. Atkins & Others). (Houghton Miffin Company—1931.)

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The consumer's case against advertising can be summed up thus:

(1) It provides no source of reliable information about new discoveries. The average consumer readily confuses violet ray generators with ultra-violet ray generators, and knows nothing accurate about the value of either. As inventions increase in number and complexity, the ignorance of consumers becomes relatively greater.

(2) It centers increasing attention upon style as distinct from serviceability, creating an artificial obsolescence in household fixtures and durable equipment no less than in clothes, producing a profound dissatisfaction with whatever the consumer has already acquired.

(3) It floods the market with untested devices of all sorts, with novelties and doodads that use up the consumer's purchase power without giving him anything substantial in return, and in some cases with downright quackeries.

(4) It creates psychological values which are more and more divorced from the physical requirements of comfortable living, and which make these harder to at-

(5) It is driving unadvertised articles out of the market even though many of them may be cheaper than their advertised equiv-

alents, and some of them more nearly standardized and uniform in quality.

(6) It cultivates impulsive and emotional buying, making the use of reasonable comparison practically impossible for the ignorant and démodé for the more sophisticated. (Page 27.)

Economic Principles and Problems—Vol. I. Walter E. Spahr, Editor. (Ray Long & Richard R. Smith, Inc.—1932.)

The waste arising from duplication of effort* apparently cannot be avoided without sharply challenging the individual characteristic of our capitalistic system. Its elimination might be effected by a type of Governmental interference with business men not now relished by them, or by a type of co-operative action among business men not now apparently possible. (Page 275.)

Modern Economic Society. By Sumner H. Slichter, Professor of Business Economics at Harvard University. (Henry Holt & Co.— 1931.)

By far the most effective advertisement of many new products is the new product itself and what is said about it by its users. What salesmen and advertising say is relatively unimportant in comparison with what people learn by actual experience, by observation, or by asking the man who owns one. Not

33

^{*}As, for example, in competitive advertising.

June

primarily because of expert salesmanship or of advertising in *The* Saturday Evening Post are the roads of America congested with automobiles. . . .

Nor do advertising and salesmanship appear to be primarily responsible for the rapidly growing purchases of cigarettes, radios, rayon, milk, vacuum cleaners, electric irons, electric refrigerators, canned foods, and baker's bread. Doubtless these changes too have been accelerated by modern selling methods, but they would all have come anyway.

Efficient marketing is generally credited with making us eat more oranges, but it is remarkable that the consumption of spinach and bananas, which have been little advertised, has increased substantially as much. Salesmanship undoubtedly accentuated the speed with which the country took up Mah Jong but it could not sustain public interest after people tired of the new game. And all of the arts of modern marketing have not kept women using Sapolio or wearing corsets or petticoats, nor have they prevented a drop in the sale of Victrolas, men's shoes, cigars, or bicycles. (Page 556.)

All of the many millions that have been spent advertising tooth pastes, gasoline, and automobile tires, for example, shed no light whatever on which tooth paste, if any, cleans teeth effectively; which gasoline gives the most power, which tire wears the longest. Every advertisement abounds in emphatic declarations of superiority but the consumer can read every one without gaining an iota of help in deciding what tooth paste, gasoline, or tire to purchase. That marketing fails to inform consumers about quality is undoubtedly one of the gravest indictments to be brought against it. (Page 564.)

Principles of Economics. By Raymond T. Bye, Ph.D., Professor of Economics, University of Pennsylvania (F. S. Crofts & Co.—1930).

Is advertising productive? An answer to this question must depend upon the test of utility. If

advertising adds to the utilities of consumers it is productive; otherwise not. It has been pointed out that an article cannot yield utilities to consumers so long as it is in factory, warehouse or storegetting it into the possession of the user is part of the process of producing the utility embodied in it. If advertising helps the consumer to find the goods he needs to gratify his desires, it yields utility. This is undoubtedly often the case.

I may wish to purchase an auto-obile. There are so many different kinds available as to bewilder me, and it is difficult for me to make a choice. I turn to the advertising literature of the various makers of cars, and find one that is best suited to my need and purse, and make my purchase accordingly. Or I may go to an automobile show (an advertising device) to make my selection. In this case the advertising has been an agency in assisting me to the gratification of my desire. Such advertising is, then, productive. It helps create possession utility.

When a new product, such as an invention or novelty, is first placed upon the market, it must be brought to the attention of consumers. may have the capacity to yield them gratifications, but it will not do so if they do not know of its existence. Even after they learn of it, they may have to be educated to its use. When safety razors were first introduced, for instance, it took extensive advertising to acquaint men with their advantages, and to wean them from their prejudice in favor of the old-fashioned tool. Now safety razors find a ready market and many men find them much more satisfactory than the ordinary kind. * * *

A vast amount of advertisement, however, is purely competitive. Its purpose is not to inform consumers where goods can be purchased, nor to educate them to new ways of gratifying their desires, but simply to persuade customers to purchase the wares of one producer instead of the similar goods of a rival. The tremendous amount of display advertising maintained by tobacco manufacturers is an ex-

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d by exTOTAL AVERAGE NET PAID DAILY CIRCULATION

97% Gain in Industrial Payroll

According to figures prepared by the Worcester County National Bank, "the month of April showed substantial gains in many branches of industrial activity. The industrial payroll advanced 6.8% over the previous month and is 97% ahead of a year ago. Indications are that the May payroll . . . will be substantially ahead of the same period last year. Bank clearings . . . are approximately 54% higher than in April. 1933. Other indices including building permits, power consumption, car loadings, etc., share rather fully in the general upward trend for April."

For every month since November, 1933. Worcester Retail Sales have shown a gain over the corresponding period a year ago.

This great industrial market of BUYERS can be adequately-and economically-cultivated through these newspapers ALONE.

THE TELEGRAM-GAZETTE

Worcester, Mass.

GEORGE F. BOOTH, Publisher

Paul Block and Associates, National Representatives New York Besten Chicago Detroit Philadelphia San Francisco Los Angeles

WORCESTER, MASS.

City and Betail Truding Area. . . .

ample. An ice cream concern in a large city recently put up a series of expensive signs on all of the main highways leading into the town, advertising its product. As these words are being written a rival concern is planning to put out a similar set of signs in order not to lose business to its competitor.

To the consumer, and to society, it is a matter of comparative indifference which of several brands of tobacco or ice cream of equal quality he buys. The essential thing is that his wants shall be supplied. They would be supplied without such strenuous advertising. competitive display, therefore, does not create utilities, and is not productive. When it is considered how much labor and expense is exerted on advertising of this sort in business enterprise at the present time, there is apparent here a great deal of waste and unproductive effort.* (Page 76.)

Principles of Economics. By Frederick S. Deibler, Professor of Economics, Northwestern University (McGraw-Hill Book Co.—1929.)

If effort does not add to the stock of economic goods, it is unproductive. Applying this test, it is evident that the gambler, the swindler and the thief, while they may exert both physical and mental energy, do not contribute to the supply of economic goods. Their efforts are predatory, i.e., they take from others without giving in exchange an equivalent service. Such cases are clear enough.

But there are many lines of business activity that require careful discrimination. A stock illustration is the manufacturer of a patent medicine that is harmless but possesses no remedial powers. Suppose by widespread advertising a demand is created for this medicine, is this labor productive? Does not the advertising create a demand for this compound and, therefore, is a desire not satisfied by its use?

If the conditions are as stated, the consumer is deceived and, because of his ignorance of the contents of the compound, he buys an article that can contribute no satisfaction. The exchange does not involve a quid pro quo, hence all the effort required in making and selling the so-called medicine, including the work done in connection with the advertising campaign is, therefore, unproductive. No equivalent service is rendered.

A little reflection will convince the thoughtful reader that there are many lines of business activity which approximate the patent-medicine illustration. The effort put forth to sell securities in fake business undertakings, to promote mining and oil companies that can never be developed into paying businesses, all such activity is clearly predatory, and is, therefore, unproductive from the social point of view, even though a handsome income is derived by the promoters. To be productive from the social point of view, there must be a net addition to the supply of economic goods. If the ultimate end of any business is not productive as tested by this standard, then all effort devoted to the undertaking, whether direct or intermediate, is unproductive.

A careful examination of the competitive methods of modern business will show many lines of activity that are of questionable economic significance when tested by the above standard. The discriminating student will find that frequently there is a conflict between the social and individual points of view when he observes certain well-recognized forms of bissies practice such as advertis-

From the point of view of the individual business, it is easy enough to show that increased sales result from skilful advertising. Yet, a gain by an individual business does not of necessity coincide with a general gain to society. It may happen that what one firm gains another loses, or the gains of

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^{*}Competitive advertising might be considered productive indirectly, in that competition stimulates efficiency and weeds out the inefficient producers, but even if this be granted it must be conceded that there is some unnecessary waste.

^{*}Other forms of business practice could be chosen for illustrative purposes.

On the year ter elected, Potts.

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one industry may be at the expense of some other industry. If all firms in a given industry conducted advertising campaigns of equal intensity, or if the advertising of all firms in all industries were equally effective, it does not follow necessarily that there would be a net addition to all firms.

Take a concrete case that will show the limits of the productiveness of such business effort. Daily we see merchants appealing to consumers in the most alluring manner, urging them to buy now, while financial institutions at the same time are appealing to the same persons, emphasizing the importance of saving and portraying the merits of stocks, bonds, or other means by which saving can be accomplished. The fact of advertising does not enable the consumer to follow both suggestions with equal force. What the consumer spends now, he cannot save and what he saves, he cannot spend now. The only way by which he can both spend and save more is by producing more.

Advertising may serve to whet his desires and thus stimulate him to greater productive activity. But the net addition to the supply of economic goods comes from the greater productive activity rather than from the advertising. At best in this case the advertising can only be regarded as a secondary cause of the additional economic goods. For advertising to be productive from a social point of view, it must comply with the standard set above and contribute a net addition to the sum total of economic goods available for the gratification

of human desires. Much of the advertising that appears in the operation of modern industry is productive only from an acquisitive or individual point of view. The gains are individual rather than general and would appear much less significant if advertising were of equal intensity and equally effective for all firms and in all industries. To the extent, then, that advertising activity contributes only to acquisitive gains, it may be concluded that it is socially unproductive labor.

It must not be understood from the discussion above that all advertising effort is unproductive labor. Whenever it contributes directly or indirectly to the supply of economic goods, it is productive. By making known to the consumer where he can get the goods that will satisfy his desires and by giving him information concerning them that will enable him to make an intelligent choice, the advertiser is serving both the consumer and the producer.

Again, by means of advertising the market may be so expanded as to make possible production on a scale that will enable the unit costs to be lower than if the market were more restricted and, hence, the total costs of operation, including the advertising costs, will be less per unit of product. Advertising may be a less expensive method of marketing a product, in which case the total costs of placing goods in the hands of the consumer would be less than by any other known method of selling them. (Page 69.)

Kansas City Club Elects

Karl R. Koerper, sales manager of the Greiner Fifield Lithographing Com-pany, has been re-elected president of the Advertising Club of Kanasa City. Other officers are: Vice-president,

the Advertising Club of Kansas City.
Other officers are: Vice-president,
J. Maurice Hoare, American Asphalt
Roof Corp.; second vice-president, Mrs.
Russell Stover, Mrs. Stover's Bungalow
Candies Company; secretary, Royal R.
Jones, Jones and Company, and treasurer, Ben H. Henthorn, president of
the Kansas City College of Commerce.
On the board of governors for threeyear terms are: Lou E. Holland, reelected, Bruce B. Brewer and R. J.
Potts.

Shaler Circus Increases Sales

Shaler Circus Increases Sales

The Shaler Company, Milwaukee,
Shaler Hot Patches for tires, is conducting an educational program in
connection with its trade-paper and direct-mail advertising. The campaign is
conducted by means of an automotive
circus with a barker, ringmaster, acrobats and other circus atmosphere, traveling from jobbing point to jobbing
point, to drive home a technical sales
story to dealers and mechanics. Sales
increases have been very noticeable in
every territory where the circus has
appeared, according to P. H. Dorr,
president of Shaler. The company is
planning a magazine campaign for fall.

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The First New Crop Money for 1934 Comes to Oklahoma



JUST as Oklahoma and North Texas were the first to benefit from rental payments under the Agricultural Adjustment Administration, so now is this section the first to receive new crop money for 1934.

A few days ago saw the wheat harvest begin in the southern part of this area and within the next ten days it will be in full swing throughout central Oklahoma.

Binders, threshers and combines are converting acre after acre of golden grain into spendable dollars for the farmers of this section where ample rainfall and excellent growing conditions prevailed while the balance of the wheat growing territory

The OKLAHOMA CITY

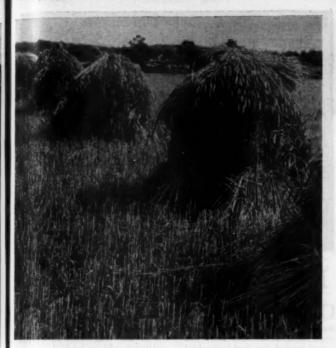
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of the United States suffered from drouth and dust storm hazards.

This new crop money follows rental and benefit payments of \$65,562,719 to the farmers of this section and precedes additional bonus payments of \$23,980,648 within the next sixty days from the cotton, wheat and corn-hog reduction programs.

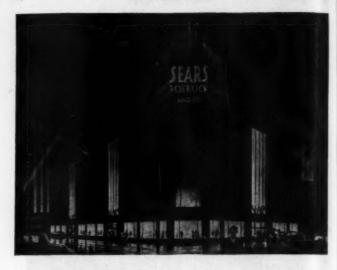
These factors will keep Oklahoma and North Texas in the spotlight of business opportunities throughout 1934. They offer a definite reason for concentrating sales and advertising effort among the 202,612 farm families in this area who subscribe to, read and buy from The Oklahoma Farmer-Stockman.

A FARMER - STOCKMAN CITY OKLAHOMA

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No Windows in This Store

CENTURY of Progress architecture put to practical commercial use; that, in brief, tells the story of a department store now being erected by Sears, Roebuck

and Co. in Chicago.

Windows, an important feature for centuries of about every building of civilized man, will be omitted from this new Sears structure. No rows of glassed panes will provide views of the store's activities from buildings across the street; no street scenes will be visible from within the store.

The entire building will be airconditioned for purification, humidification and temperature. Neither summer's heat nor winter's blasts from Lake Michigan will be very effective within the walls of this new store.

Just one concession to custom and usage will be made so far as windows are concerned. Above each of the four entrances glass columns will shoot up fifty-eight feet, through which natural daylight will reach each of the five floors. Under this light customers may inspect style merchandise and fabrics under conditions to which they have been accustomed.

Nature in the raw, when it is the light from the sun, is mild and beneficent—to a degree—even in a windowless and air-conditioned de-

partment store.

Joins Garfinkel

Walter Bebo, formerly of Los Angeles, has joined the staff of the Sidney Garfinkel Advertising Agency, San Francisco, as an account executive.

With Century Electrotype

R. I. Worthington has joined the sales staff of the Century Electrotype Company, Chicago.

Haggard-Hague Expands

The Haggard-Hague Agency, Houston, Tex., has opened branch offices in Wichita, Kans., Harlingen, Tex., and Shreveport, La.

Appoints Kirkgasser

The Stretch-A-Way Company, Chicago, exercisers, has appointed George J. Kirkgasser & Company, of that city, as advertising counsel.

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U. S. Brand Fixing in Canned Goods Threatened

Johnson Wants It, and Code Apparently Provides It

PRINTERS' INK Bureau, Washington, D. C.

UNIFORM standards for the canning industry were just about double riveted when the President approved the code for the canning industry—but whether the industry or Government eventually will fix and enforce those standards remains to be seen. On the face of the cards now showing the indication is that the industry has taken a long jump toward governmental brand fixing.

NRA Administrator Hugh S. Johnson sent the code along to President Roosevelt with a letter recommending that eventually the Food and Drug Administration determine and enforce the standards, "but that within ninety days a committee of fifteen selected by the industry and approved by Administrator Johnson recommend standards which shall be thereupon inserted in the code if those standards meet General Johnson's ap-

The Forty-second Street English of this seems to be that the industry will name a committee which General Johnson will O.K. and this committee will fix standards which will be more or less temporary; but that, if Johnson's wishes are carried out, the Food and Drug Administration will then step in, properly financed, to investigate and fix the standards for the long pull.

This gets the big canning industry pretty close to Government supervision of standards, effective ninety days hence, and pretty well in sight of governmentally determined standards, governmentally enforced, a little later on.

A clearer picture of the amount of Government power in even the present picture is gathered when the manner of approving codes is mown. The language of the

Presidential proclamation is written by General Johnson and goes to the White House along with the General's own recommendation. The General's draft of the Executive Order is not often changed. There is good reason to believe it was not changed in this case, and the inference is that the President is in complete harmony with the views expressed by General Johnson in his memorandum to the President, calling for Food and Drug Administration control eventually.

Read now from General Johnson's letter of transmittal to the President:

Considerable testimony was adduced at the Public Hearing relative to consumer grades on all canned food products as a protection to the consumer as well as the Canner. The establishment of these grades is recognized as desirable by the Canning Industry provided proper control and enforcement can be secured.

The development of scientific quality standards, as a basis for such grades, has not progressed beyond the elementary stage. Quality standards, capable of enforcement under a code or a criminal statute requires a long period of research, and once developed, considerable educational work among consumers and canners must be undertaken to make them useful as well as effective.

The appropriate agency to carry on this research and development would seem to be the Pure Food and Drug Administration, under whose jurisdiction their enforcement would rest. The Administrator for Industrial Recovery therefore commends for your thoughtful consideration the need to urge upon Congress the necessity of ample appropriations to carry out such a program and, at the appropriate

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time, the necessary legislation to make such quality standards and consumer grades effectively enforced.

In the meantime constructive work can be accomplished by a study of the grades and standards problem, to be conducted by a committee appointed by the industry subject to the approval of and cooperating with the Administrator, and to report ninety days after the effective date of this Code. It is, therefore, recommended that your approval of this Code be conditioned upon the selection of such a committee, and the Executive order is so drawn.

The essential provisions of the Executive Order, conforming to General Johnson's desires, are as follows:

. . approved . . . subject to the

following conditions:

(1) That the Industry shall designate a committee whose membership shall be subject to the approval of the Administrator and who shall cooperate with the Administrator in the formulation of standards of quality for products of the Industry and to make recommendations to the Administrator within ninety (90) days for the inclusion in

said Code of provisions with respect to such standards and labeling requirements.

(a) That the Industry shall report not later than December 1, 1934 on the operation of the pro-visions of Articles III and IV with a view to improving the hour and wage provisions of this Code.

FRANKLIN D. ROOSEVELT.

Two other facts need to be chronicled. First, the provisions regarding the fixing of standards were recommended by the Consumers' Advisory Board; second, upon invitation of the Industry, a representative of that Board, Karl Hauck, who was adviser for this code, met with the industry in Chicago Monday of this week (June 3). Division Administrator Armin W. Riley, Deputy Admin-J. Cordier and Labor istrator A. Adviser Richard Eldridge also attended that meeting.

Naming of the committee of fifteen was one of the matters on the agenda in Chicago. The Government's control over even the preliminary standards which are to be formulated by the committee of fifteen within ninety days is indicated by the fact that the personnel of this committee must have General Johnson's approval.

New York Sales Managers' Club Elects E. G. Pratt

Elects E. G. Pratt

Elon G. Pratt, vice-president of the Smokador Manufacturing Company, Bloomfield, N. J., has been elected president of the New York Sales Managers' Club. He succeeds J. George Frederick. This marks the second term in that office for Mr. Pratt.

Raymond J. Cunnings, sales manager of the home necessities department of E. R. Squibb & Sons, was elected vice-president. J. W. Johnson, sales manager, Dennison Manufacturing Company, was re-elected treasurer for the fifth time. Carol Lyttle is secretary. The club will resume its schedule of regular meetings the middle of Sep-

regular meetings the middle of September.

M'Cormik Writes Life of Grant

Colonel Robert R. M'Cormik, publisher of the Chicago Tribune, has completed his manuscript of a military biography of General Grant on which he has been working for a number of years. D. Appleton-Century Company will publish the work this Fall.

Copy Committee for Proprietaries Named

William Y. Preyer, vice-president of the Vick Chemical Company, has been named chairman of the committee on advertising censorship authorized at the recent annual meeting of the Proprietary Association. Lee H. Bristol, vice-president, Bristol-Myers Company, and William S. Groom, general manager, Thompson-Koch Company, complete the committee's membership. committee's membership.

Newspapers Buy Station WRHM

Joint purchase of radio station WRHM, operating studios in Minneapolis and St. Paul, by the Minneapolis Tribuse and St. Paul Pioneer-Dispatch, to provide a combination newspaper and radio service, has been announced by Frederic E. Murphy, publisher of the Tribuse and Leo Owens, publisher of the Pionar-Dispatch.

Heads Ithaca Club

J. Hubert Fenner has been elected president of the Ithaca, N. Y., Advertising Club.

Automotive **Display Advertising Los Angeles Morning Field**

(Figures Stated in Agate Lines)

For April, 1934

Los Angeles Times—FIRST Lead Over Second Morning Paper...6,384

For First 4 Months of 1934

Los Angeles Times—FIRST Lead Over Second Morning Paper... 15,280

For Full Year, 1933

Los Angeles Times—FIRST Lead Over Second Morning Paper...52,976

As automotive advertising includes not only passenger cars but trucks, tires, gasoline and kindred lines, it is significant to note that the Los Angeles Times is likewise first in new car advertising taken by itself, with a bigger lead today than during the same period a year ago.

> (The above figures do not include the American Weekly - a nationally circulating magazine.)

Los Angeles Times

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco.

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New Deal Changes Policies of Merchandising

Building Trades, for Example, Ready to Advance All in Step

By Carlisle Davidson

JUST what effect the National Recovery Act and the Codes approved thereunder may have upon the advertising and merchandising methods of the country is a subject of considerable speculation on the part of sales managers and others who have kept at least one eye focused on the Washington situation during the last twelve months.

That the stage was set for some radical change in advertising and merchandising prior to the advent of the New Deal is a matter of common knowledge, and it is becoming equally apparent that the principles of the New Deal itself will have a marked influence in the shaping of merchandising policies. Flexibility of prices and the manner in which industries and individuals fought for the consumer's dollar through price appeals have been largely done away with, together with a number of other practices, which, while called by various names, were really price modifications.

The competitive spirit, blocked at one or more points, will seek exercise at some other point not so barred. Dr. Wilson Compton, general manager of the National Lumber Manufacturers Association, stated in an open New Year's letter to the industry that "the Code is really a challenge to competitive spirit. It has removed or is removing many inequalities. But it doesn't kill competition in the lumber business any more than Queensburry rules killed competition in boxing"—a comparison with the manly art subsequently repeated by General Johnson before a Philadelphia audience.

There is no doubt that the National Recovery Act and its codes are, all in all, the greatest leveling process which industry and commerce in this country have ever experienced—but the point at which the leveling movement chiefly concerns merchandisers is the manner in which it endeavors to remove price and service inequalities.

Several analyses of approved codes have been attempted. That of the Bureau of Foreign and Domestic Commerce, although not proceeding as rapidly as some, is probably the most authoritative. Of 120 codes analyzed to date, it finds that 106 provide for price protection-"cost protection," NRA parlance-of one kind or another, all endeavoring to prevent selling below cost and establishing minimum price levels. To insure that price schedules shall represent at least a fair approximation of production cost, forty-six of these codes contain provisions making standard cost accounting mandatory.

Backed by Code Trade-Practice Rules

These various provisions covering prices are buttressed by code trade-practice rules which go a long way toward making price structures effective. They at least make it impossible for merchandisers to evade the schedules without definitely placing themselves in that pathological strata of business morality occupied by the "chiseler." Forty-four of the codes analyzed forbid secret rebates, twenty-nine prohibit commercial bribery, a number of others regulate trade-in allowances, and still others forbid commission splitting. A smaller number declare against gifts to influence sales.

Doubt as to the intent of the Administration with respect to a rigorous enforcement of these code provisions has been somewhat disJune 7

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pelled by recent events, especially since the United States Supreme Court declared in the famous New York Nebbia milk case that, even though a man be the sole owner of a loaf of bread, he cannot give it away with two pints of milk when such action is adjudged as endangering the common weal.

endangering the common weal.

In an Executive Order dated March 15 the President declared that no department of the Government and no borrower of Government funds would be permitted to make purchases in disregard of approved codes.

Administrator Johnson on Legal Proceedings

Early in April Administrator on a frank endeavor to end "uncertainty as to enforcement by legal proceedings" issued an order directing that State Compliance Directors and Code Authorities transmit evidence of code violations direct to Federal District Attorneys without the necessity of referring to Washington.

Other instances showing the trend of Administration policy multiplied rapidly in the preceding few weeks. The Department of Justice has begun prosecution of a New York Motor Vehicle Code violator for the alleged sale of an automobile at \$873 which according to the Code should have been sold for \$1,007. The Lumber Code Authority has submitted to the NRA Compliance Division the case of a flooring plant in Birmingham, Ala., alleged to have made sales below established minimum price schedules. General Johnson approved standard principles of cost accounting for the Retail Lumber Trade on April 12, About the same time the NRA Compliance Board asked the Department of Justice to prosecute a large retail lumber company, operating plants in three Middle West cities, for making sales at prices below minima prescribed by the approved schedule of mark-ups for the Retail Lumber Trade. The Federal Trade Commission has been asked to investigate the case of a Kansas City merchandiser accused of violating the Builders' Supply Industry Code by selling below cost. On April 7 an amendment to the Retail Trade Code tightened up the "loss limitations" provision, particularly with reference to the sale of loss leaders in drug stores. No member of the coffee industry is allowed to sell below cost, and the Administration recently approved a cost computing schedule for that trade which includes even such items as "bad debts." Four injunctions have recently been issued by Federal courts restraining concerns from violation of code price provisions.

Whether cost (or price) protection be regarded as salvation or damnation it is here as part of our economy. Whether a desirable or undesirable fact, it is a fact nevertheless—an existing implanted force. And it is interesting to contemplate the effect it may have upon the methods used in battling for the consumer's dollar.

The first nationally noticeable result will almost unquestionably be a spirited increase in joint group trade promotion as compared with individual efforts, an accentuation of what was once hailed as "The New Competition." The individual units of industry have discovered already that although the codes solve many of their problems of production, the codes in themselves furnish no customers. Outlets must be provided. But the codes have given each industry and trade a group-unity never achieved before, and observers are now convinced that the first move in the battle for markets will be in the nature of groups advancing in phalanxes rather than individuals deploying to thrust toward new business in skirmish fashion,

Advance Depends on Financial Stamina

Just when a new advance will begin will depend upon the degree of initiative and the financial stamina of each trade or industry. The component groups of the building industry, for instance, will dig into their already depleted exchequers as soon as the public can buy their products.

They are cheered by the knowl-

edge that the country craves an improvement in housing conditions, that thousands of small business structures are needed, and that larger business units are anxious to replace or modernize out-moded structures. The building industries are keenly alive to the fact that there will be no necessity for an educational campaign designed to implant a desire for better buildings. They await only adequate provision of mortgage money on a national scale to begin intensive efforts for as large a share as possible of the business which recent surveys have shown will immediately develop.

The Government is moving swiftly to make building funds available. The President has approved a scheme for insuring principal and interest of approved home building mortgages. The introduction of legislation for the stimulation of new construction and residence modernization, probably providing for establishment of a Federal Mortgage Insurance Corporation, with a board of directors identical with that of the Federal Home Loan Bank, is impending as this

is written.

The lumber industry, for one, is fully cognizant of the opportunities which will be afforded as soon as the toxic effect of frozen credit is removed. It is known that almost innumerable non-speculative "prospects," possessed of a lot, or cash, or both, will begin building small homes as soon as mortgages can be placed. And this reservoir of new business will be equaled if

not exceeded by the volume of activity in remodeling, repairing and modernizing.

The Lumber Code Authority in February voted to ask NRA approval of a plan to tax the units of the industry 5 cents a thousand feet, based on production, in addition to regular code fees, a rate of assessment which might yield a million dollars for trade promotion purposes for the current calendar year. It was anticipated in many quarters that Administration approval would be refused, and this surmise has been strengthened by the President's Executive Order of April 14, which, while making the collection of code fees enforceable, indicates that the expenditure of these fees will be subjected to closest scrutiny. But, if the Government provides means of financing small homes, trade extension funds will be sought by voluntary subscription, likely by the National Lumber Manufacturers Assn.

Just what method will be used by the lumber and competitive industries in fighting for a share of the home builder's dollar is difficult to foretell at this time, but it is safe to predict that on the advertising side there will be no chest-pounding, no blatant screaming of superlatives. There will be a concerted effort to educate and inform the public—sufficiently dignified to command respect, sufficiently piquant to entrap interest. Such a campaign will, undoubtedly, be carried on partly by use

of periodical advertising, which can be read and re-read.

N. R. Metcalf with Hammond

Norman R. Metcalf has joined C. S. Hammond & Company, Inc., Brooklyn, N. Y., as manager of its commercial printing department. He has been with The Devinne-Hallenbeck Company, New York. He was for some years vice-president and sales manager of the Charles Francis Press, New York.

Joins Towell Agency

Ralph D. Timmons has joined the staff of Arthur Towell, Inc., advertising agency of Madison, Wis., as account executive. He formerly was with the Straus Printing Company. Name Keystone Associates

New accounts that have been placed with Keystone Associates, Boston, and mediums to be used are as follows: E. S. Ritchie & Sons, Brookline, Mass. nautical instruments, direct mail and magazines; Julian Scott Bryan, New York, Western ranch trips; Hamilton Products Company, Boston, magazines.

Represent Radio Stations

Stations WOW, Omaha, KSO, Des Moines, and WREN, Kansas City, are being represented by Greig, Blair & Spight, Inc. policicalle icies. which in meral other quenthan I when in et

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How Fixed Prices Affect **Purchasing Policies**

With competitors no longer able to bid against each other for the business at the disposal of a purchasing agent, has the job of the latter lost its reason for being? This was the question which Mr. Newman was called on to answer before the Chicago Purchasing Agents Association. He showed them that the field of the purchasing agent is now broader in many ways, and more important than it ever was before NRA, when price dickering was the custom.

By J. J. Newman

Vice-President, The B. F. Goodrich Company

IT appears to me that the effect of price fixing on purchasing policies should be what might be called a slight modification of policies. That is, one of the factors which tend to influence the buyer in making his choice between several vendors is eliminated; all the other factors remain and consequently become more important than ever.

I cannot conceive of the time when there will be so many laws in effect covering business practices that they will completely eliminate the individualism that must appear in every purchase or sale, whether large or small, and to a degree I am certain that the ancient principle of caveat emptor will always prevail. Incidentally, there should be just as much emphasis put on the principle of caveat venditor. The elimination of at least a part of competitive pricing should be considered a relief during this period of emergency by both the purchasing and selling divisions of industry.

The buyer, when dealing with an industry operating under some sort of fixed-price arrangement, can be almost positive that he is getting as good a price as his competitor. He need no longer consume time in trying to find the absolute bottom price and then when he gets it, still be a little uncertain as to whether or not he actually has it. If he is dealing

with honest companies which respect the laws of the country he can be certain that the prices quoted are the best that the code will permit to be quoted to any one under like conditions.

With fixed prices the problem is greatly simplified for the sales manager in a highly competitive industry; he need not spend time worrying over reports that are constantly flowing in to him to the effect that his prices are not competitive and that someone else has submitted a better price to some of his pet customers or prospective customers; he can go to work to develop some real merchandising ideas to sell his quality and service, instead of selling dollar bills for 95 cents and even that is a tough job when someone else is offering them for 93 cents.

In my opinion, the elimination of the price factor does not by any means make a purchasing agent a rubber stamp or mere dispenser of orders any more than it makes a salesman a mere collector of orders. It seems to me that it gives the purchasing agent an opportunity to give considerably more attention to the broader and deeper

aspects of his work. When he knows that it is useless to bargain on price he can then concentrate, first of all, on quality. He may be faced with the problem of insisting to the management of his company that they go farther

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than they ever did previously in checking and testing quality, and the extent to which this can be done is almost without limit. There have been great strides in the last fifteen years or so in scientific purchasing through laboratory checks on the quality of almost everything that is purchased. I dare say that most well-organized companiescertainly it is true in my own company-have for many years maintained rather expensive departments to check, test and compare quality properties of materials purchased, and of the finished product into which they are fabricated. If a company is not large enough to have complete testing laboratories of its own, then it can use the services of outside laboratories for this purpose.

With prices absolutely equal, it becomes more important than ever to make certain that you are buying the product that will run the most miles—produce the most heat units—that will withstand the greatest loads—that will have the greatest appeal to the consumer or that will give the best performance—whatever it happens to be. The purchasing agent may be able to suggest to his vendors changes in specifications which would enable the vendor to give him lower prices within the scope of the vendor's

May Find Lower Grade Satisfactory

The buyer may be able to discover by having searching quality tests made that a lower quality of a given article may entirely cover the requirements for which he is buying, or he may find that it would be to the best interests of his company to pay more and get better quality. These are things that a good purchasing agent is doing constantly to an extent, but with prices equal I would expect him to be able to devote more attention than he has ever devoted before to them.

He will most certainly have to keep behind the department which does the quality checking and see that it is thoroughly up to the minute on articles where prices are identical so that the purchasing agent can be promptly advised where vendors have attempted to get an added profit for themselves by lowering of quality. He will have to keep himself more accurately and more acutely posted than ever so he may take advantage of the superiority of some vendor's products over others. Purchasing agents will have to be more resourceful and ingenious than ever before.

More Stress on Past Performance

Also, without price as a factor, more importance can be allotted to past performance records of vendors and more weight can be given to the ability of vendors to completely and satisfactorily perform their contracts. I have heard of an instance recently where a purchasing agent for a very large company has decided to eliminate from his next year's program one former supplier because labor in that particular supplier's territory has been in a state of foment for the last several months, with a likelihood in the mind of this buyer to become even more troublesome next year, and he is going to place that particular business with a supplier in a market free from labor troubles.

Purchasing agents can devote more time to investigation and study of the factors determining the likelihood of substantial price changes, either upward or downward, in the general items that they buy and can devote particular attention to the ones that make up the most important part of their buying volume, and can thus decide better whether to buy from day to day or to build up an extra large inventory.

Another factor which should play a more important part with the elimination of price differences is that of reciprocity, and it appears to me that this is a field where the purchasing agent may create new business or cement old business connections for his company by an intelligent use of his buying power.

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reciprocity from being used in such a way that it might be considered commercial bribery, but it surely could not be considered unethical to award your buying business to vendors who help to make your very existence possible, provided as I say, other things are equal, and by that I mean essentially, quality and terms and ability of performance—and of course, understand as the very basis for discussion that prices are equal.

Again a matter to be considered is past relationship with suppliers and in instances where the other more tangible factors are equal it would appear logical and fair to favor suppliers with whom business had been done satisfactorily over a long period prior to the NRA fixed prices initiation of There must have been some good reason for doing business these suppliers in the past and unless the leveling out of their prices with their competitors produced an equation of some kind that is unfavorable to them, it would, as I just stated, be very natural to continue the business relationships previously established. In many cases it might be considered good business to utilize the equality of prices as an opportunity to add a vendor as an additional source of supply.

Lower Price a Mental Hurdle

I believe that a lower price has always been a very difficult hurdle for most purchasing agents, and many managements, to get over in their own minds. The immediate dollars and cents involved play such an important part that it is just possible that they may have prevented many buyers from giving just as full consideration to the other factors as they deserve. There have probably been instances where a purchasing agent was convinced that it would be well to pay slightly higher prices and get the benefit of better quality, or a better certainty of performance in the contract, and where they have found it impossible to convince themselves that they should pay the extra price. I venture to predict

that equality of price is going to mean a definite improvement in quality of product. Manufacturers and purveyors of all kinds who are operating under fixed prices will do their utmost and will go to greater lengths than ever to win business on a quality and standard

The greatest volume of buying in this country has been on an open price basis for many years and that is the buying of consumer goods which include food, clothing, gasoline, and various types of services, automobiles, furniture, residential building, etc. While there are variations in price, generally speaking, they are equal or almost so for similar quality, and it is up to the consuming purchaser to arrive at a determination of where he can obtain the best quality or best performance for his money,

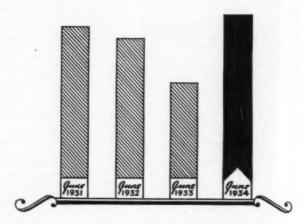
Higher Consumer Prices as a Quality Guide

Inasmuch as prices on practically all consumer goods are openly displayed or freely quoted, every competitor has the chance if he wishes to meet the lowest price, and, therefore, where there are variations the higher-priced article is always supposed to have some additional element of value in it.

I am one of those who firmly believe that it is only through the revival of industry and profits that we can return to a normal, balanced prosperity, and I believe that price fixing, especially in industries where destructive price cutting has been the rule, will help toward the goal by making it possible to pay increased wages and salaries to an increased number of employees and at the same time permit capital to receive a reasonable return.

In my opinion the condition of price fixing will not in any way lessen the importance of the function in business that the purchasing agent performs. I believe that the only place where it would bring about a major change in purchasing policies would be with those purchasing agents who have been essentially buyers of price rather than quality.

There's a REASON for the REI



Biggest June issue in four years (Topped only by 1929 and 1930)

First six months of 1934 within 13% of best six months in our history

Every issue this year shows a gain of 50% or better

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The PROGRESSIVER

he REMENDOUS GAINS rad dvertising

need the good will and cooperation of grocers and wholesalers.

Changes in the merchandising set-up have placed these distributors in a much more important position in determining the brands and products the consumer will buy.

Furthermore business is good in the grocery field—and getting still better!

Little wonder *The Progressive Grocer* has shown such tremendous gains in advertising volume.

Read by the Grocers Who Do the Bulk of the Business

The Progressive Grocer reaches the 75,000 argest retailers, wholesalers, brokers and chain tore executives who are the most important actors in the distribution of food. These distributors buy and sell in large quantities. Inrough their hands pass more than 65% of all annufactured grocery products.

hese grocers are busy, alert, responsive. They re constantly looking for ideas that will help hem sell more of the products they handle. Very month they turn to *The Progressive* Frocer for sales ideas, for news, for information bout new and eld products. They will welcome he story of your product.



VEGROCER

Butterns Building Mallers Building Hobert Building NEW YOR

Groucho Says:

Fat Mags

HURRAH for Fat Mag! She's in spring. She's the harbinger of warmer weather in trade.

How do I get this way? Client came in with a grin. Said we'd better get busy on his stuff, "The mags are getting fat"; meaning the magazines are carrying more ad-

vertisements.

Fat Mags and Obese Newspapers tell a hundred million readers that things are stirring. Once when the badgered consumer saw publications too heavy with advertise-ments to be handled comfortably he worried about how much dough the publishers must be making. Now when he sees the same thing his sub-conscious shouts to him that business is alive.

Even if he finds seventeen kinds of what's wrong in seventeen dif-

ferent papers, he pooh-poohs that and grins at their fatness. He knows that as many as seventeen things are wrong whether they are the particular seventeen he reads about or not, but when he sees the fattening of Mags and dailies, he grins and passes up commercial crime hunt to gloat over the new springtime of commercial building.

While one editor roasts the New Deal and another says the old deal leads to revolution, the man who works to live looks at Fat Magand sees that his atomic economic ego may get the heat necessary for

atomic action.

Of course the intellectual giant sees nothing in Fat Mag's increasing bulk, but we've been planning to give him a little vacation any-

GROUCHO.

Portland Club Elects

George Wisting, of the Northwestern Electric Company, has been elected president of the Advertising Club of Portland, Orec, to succeed Charles Stidd, effective July 1.

W. Carey Jennings, of KGW-KEX, was elected first vice-president and John W. Davis, second vice-president.

The following are new directors: Leith Abbott, William Pieperbrink, Kenneth Holman, Vernon Jenkins, Ben Buisman, W. A. Reyburn; W. A. Joplin, Robert J. Christman, Robert Black and Miles Standish.

Herty with Passaic Paper

Howard Herty has joined the Passaic, N. J., Herald-News, as promotion manager. He formerly was advertising manager of the Manhattan Rubber Manufacturing Company, now a unit of Raybestos-Manhattan, Inc., assistant sales manager of the Radio Corporation of America and assistant sales manager. of America and assistant sales manager of the Valspar Corporation.

Has Weatherhead Account

The Weatherhead Company, Cleve-land, brass tube fittings, dash controls and flexible fuel lines, has appointed The Bayless-Kerr Company, of that city, to direct its advertising and sales pro motion activities. Immediate activities will take the form of business-paper activities and promotional work in the jobber field.

New Golden Guernsey Corporation

Golden Guernsey, Inc., a new corporation, has taken over the licensing of distributors to sell milk under the trademark, Golden Guernsey. The new cormark, Golden Guernsey. The new corporation will be under the supervision of
the executive committee of the American Guernsey Cattle Club, with offices
at Peterboro, N. H. Officers are: Robert
Scoville, Taconic, Conn., president;
Karl B. Musser, secretary and treasurer,
W. W. Fitzpatrick, in charge of sales,
and Elsworth Bunce in charge of advertising. The advertising account is
handled by Lavin & Company, Boston.

Hearst Editorial Appointments

Arthur H. Samuels, editor of Harper's Bazsar, has been appointed editor of House Beautiful combined with Home & Field, according to Richard Berlin, general manager of the Hearst Magazines. Carmel Snow, formerly fashion editor of Harper's Bazaar is now editor. Stewart Beach becomes associated editor of House Beautiful.

Join Wandless

J. Edward Allen has joined Wandless Associates, Inc., publishers' representa-tive, New York. He formerly was with the business development department of the Curtis Publishing Company, Robert C. Beggs, formerly with Lang, Fisher & Kirk Clareland as well Lang, Fisher & C. Beggs, formerly with Lang, Fisher Kirk, Cleveland agency, has also joined Wandless Associates.

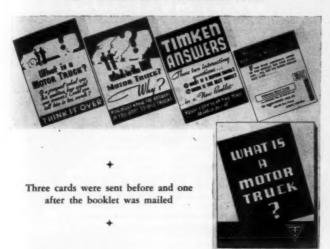
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One Way to Tell Story of "Hidden Parts"

How Timken-Detroit Dramatizes Axles



THE familiar problem again arises, which faces the makers of major units of a manufactured article in which such units lose their identity. The final manufacturer may not feature them in his advertising—probably won't, in fact—even though they form a most important part of the article he makes. The problem lies in finding the proper method for the parts maker to use in acquainting the market with the worth of his particular parts and the superior merit of the finished article in which his parts appear.

The Timken-Detroit Axle Company and its subsidiary, the Wisconsin Axle Company, sought a way to solve it and according to Lawrence W. Fischer, advertising manager, may be in a fair way toward that end. These allied companies make front and rear axles for motor trucks and motor buses and have no direct contact with

the purchaser of the truck at the point of sale.

The vehicle manufacturer has his own troubles in maintaining sales and is, in fact, apt to overlook the stressing of the good-will attached to the names of some of his parts manufacturers. In turn it has been found that dealers were not particularly well posted on the features of the front and rear axles on the trucks they sell. In truck advertising it has sometimes seemed that about everything has been mentioned, almost down to chro-mium-plated door handles, except the axles. These axle manufacturers therefore concluded that it devolved upon themselves to do the job of arousing interest in what they quite naturally believe to be the most important part of the truck or bus.

To accomplish this a booklet was worked out, called "What Is a Motor Truck?" in which the func-

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tions of axles, and more particularly Timken and Wisconsin axles, were described and pictured. This booklet has information enough to warrant the company in wanting to have assurance that copies would be read when distributed. So there was arranged what Mr. Fischer terms "a build-up"-which is a refreshing substitute for "teaser campaign."

First, a large mailing card went to 2,800 distributors and dealers in Timken or Wisconsin equipped trucks. The card bore this message -nothing more: "What Is a Motor Truck? If a prospect asked you this question, how would you answer? Could you tell him in ten words? Think it over."

Three days later another card was mailed, reading: "What Is the Best Motor Truck? You must know the answers if you want to sell trucks." After an appropriate interval, a third card was sent, stating that the two questions were answered by Timken in a booklet that had just been posted. The booklet itself was then mailed, but the senders didn't suffer from a delusion that all of those 2,800 copies fell into the right hands and were read. A few days thereafter, a double, return-postage prepaid card went to the list, making the query, "Have you read-What Is a Motor Truck?" and offering additional copies. One day's mail brought back forty-two requests, for from four to 100 copies each.

The "Timken News," a company publication going to 35,000 operators of fleets of ten or more motor vehicles, carried the same story that appeared in the booklet. And a similar tie-in story was carried in automotive trade papers for May in Timken-Wisconsin advertising space. In each medium the idea was to stress the need of good axles, which have functions in carrying the load, moving the load and stopping the load.

That was not the end, however.

The next step will be to supply dealers with binder sheets describing the principal features of the axles made by the two companies. There will be twelve bulletins in all, to be mailed two or three weeks apart, with a letter outlining how the information can be best used. "Truck dealers employing salesmen," says Mr. Fischer, "hold weekly meetings as a rule, and we hope to give the dealers and their salesmen sufficient information to form the basis of a discussion at these sales meetings."

The only factors who don't figure in the picture so far are the vehicle manufacturers (who probably will read the advertising in the trade papers) and the operators of smaller fleets. It is the companies' belief that the information will ultimately reach the buyers of one or two units-of whom there are hundreds of thousands-if the truck salesmen will use the information provided.

Columbus Club Elects ·

The advertising Club of the Chamber of Commerce of Columbus, Ohio, has elected James E. Humphreys, president; Walter S. Beebe and Samuel Shinbach, vice-presidents; Edward R. Brown, treasurer, and Delmac C. Starkey, acceptance. surer, and Delmar G. Starkey, secretary.

J. Clement Boyd Returns to Tracy

J. Clement Boyd, formerly with W. I. Tracy, Inc., New York agency, has again joined that agency as an account executive.

Represents KBTM

Station KBTM, Jonesboro, Ark., has appointed the Kaspar Gordon Studios, Boston, as its New England advertising representative.

Appoint Verree & Conklin

The Plattsburgh, N. Y., Press has appointed Verree & Conklin as its national advertising representative. The Roswell, N. Mex., Record has also appointed Verree & Conklin as its representative on the Pacific Coast.

Brundage to U.S. Finishing

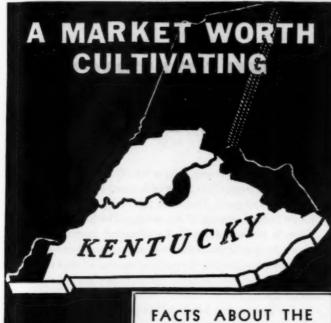
James H. Brundage, recently Western sales manager of the Reading Paper Mills, Reading, Pa., has joined the U.S. Finishing & Manufacturing Company, Chicago, as sales manager of its mounting division.

Joins Toronto Agency

Thomas D. Rimmer is now with E. W. Reynolds & Company Ltd., Toronto advertising agency.

KEN The (Markei

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KENTUCKIANA

The Greater Louisville Market includes practically all of Kentucky and a large portion of Southern Indiana. It can be effectively reached and sold thru a single medium—

FACTS ABOUT THE LOUISVILLE MARKET

Louisville Department Store sales show a 42% increase.

Louisville payrolls show an increase of 40%.

Louisville building permits show a 93% increase in dollar value.

The agricultural income in the Louisville area has increased 20%.

The Conrier-Lournal. THE LOUISVILLE TIMES.

Major Market Newspapers, Inc.—Audit Bureau of Circulations

Represented Nationally by The Branham Company

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VERMILION TRICYCLE vs. OLD DEBTS

JOEY'S FATHER, like a lot of fathers, had a good job back in 1929. Like a lot of fathers, he lost it. His next job wasn't so good. The three following were even worse. Joey's father used up all his savings. The house went next. Then he borrowed quite a lot of money over a period. A year ago, the family was down to a pretty sorry flat, and reckoning each dollar in terms of the bread and milk and eggs it would buy. You can get awfully tired of bread and milk and eggs.

Early this year Joey's father got another job, a good job. It was only about a third as good as his 1929 job, but three times as good as his 1933 job. So the family moved into a house again and became a better customer for the grocer. Joey's father says the things you have to have when you get a little money is very surprising! Anyway, their affairs are on the up again.

Last Sunday we met Joey and his father out walking. At least the father was walking. Joey was proudly pedaling a large and very vermilion tricycle. Joey's father looked pleased but a little defiant.

"Yeah," he said, "we went down to Macy's yesterday and bought the fire wagon. I thought we'd pinch every cent to pay off old debts, but what the hell—Joey was nuts about a tricycle, and he'll be five only once, so . . ."

Now buying red tricycles when you owe several thousand dollars, seems very reprehensible. The neighbors, no doubt, are pursing lips and doing some raised eyebrowing. It isn't good economics or even good sense, but—

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That's the way people are! And that's why it is possible to sell tricycles these days!

WE KNOW an awful lot of people. In fact we call on two-thirds of the families in New York every day.

Some of these people we know have debts, but most of them haven't. Far more of them have had jobs these last four years than most people elsewhere. Most of them have savings accounts and better incomes than the average in these United States. And a lot of them are in the market for things like tricycles.

Have you asked anybody to buy your tricycles lately? A surprisingly little money spent in The News will buy a lot of asking these days, in the best market in the world. And sell a lot of tricycles!

The News is close to 1,500,000 circulation daily, and over 2,200,000 Sunday. Majority circulation, reaching most New York City families and more suburban families than anything else reaches. Better advertising presentation, on the thousand line page. Ridiculously low current rates, with the lowest milline in the U.S.... It may be an old story to you, but it's also a brand new opportunity! Why not do something with it?

• THE NEWS, New York's Picture Newspaper • 220 East Forty-second St., New York Tribune Tower, Chicago; Kohl Building, San Francisco

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"CHECK 'EM BY THE RULE OF THREE AND YOU CAN'T MAKE A MISTAKE!"

• Forwards, backwards or either way from the center. the Rule of Three is a great space-buying yardstick. It very definitely assures you peak advertising returns at valley cost. Naturally not many papers measure up to it like The Journal, Portland, Oregon. In fact, there are only five others in all the country, in cities of 300,000 or more.

> CIRCULATION LEADERSHIP The daily Journal has the largest daily circulation in the

> Pacific Northwest. The only daily in this territory with + over 100,000 circulation - it has 39% more city circulation than any other Portland daily.

> ADVERTISING LEADERSHIP The daily Journal leads in retail linage, general linage, total paid linage.

LOWEST MILLINE RATE The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

OURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, Inc., NATIONAL REPRESENTATIVES New York Chicago Detroit San Francisco Los Angeles H. R. Ferriss, Seattle

Box-Office Technique and Its Place in Advertising

Mr. Miller, addressing the recent Toronto convention of the Advertising Affiliation, spoke some words which are sad, but probably true. He said Mae West has more influence on the lives of people today than has Madame Curie. Curves and some other things seem to be more important than radium and other achievements of the great woman scientist. From this thesis Mr. Miller argues in favor of using more box-office technique in advertising. All this makes one sympathize more or less with advertisers who transgress the laws of good taste. Some of them do this not because they want to, but because they think they must. But there are limits beyond which box-office technique need not go-even if an advertiser deliberately decides to take the easy path in the direction of market building. Some advertisers do not recognize this and probably never will-unless or until they are curbed by force.

By A. M. Miller

Director of Advertising, Chrysler Corporation of Canada; President, Association of Canadian Advertisers

LET me introduce Mauanic Curie. Here she is! What do we know about her?

Do we know whether she is dark or fair? Tall or short? Stout or thin? What kind of clothes she wears? What kind of ankles she has? We don't know any of these

We do know that she discovered radium, probably she has done a score of other things equally important. I don't know.

We know and acknowledge that probably she is the greatest woman scientist of all times. We don't know anything else about her. Can we remember ever seeing a picture of her? She was on the front page once but she didn't stay there. She is very definitely not box office.

We are living in an age when Jimmy Durante, Joe Penner and Eddie Cantor have more influence on the habits, speech and doings of our children, than our school teachers, preachers and editors, mothers and fathers. I was at a meeting the other night where there were about 150 boys, and they darn near drove me crazy. There wasn't one who wasn't imitating one of these three fellows in his speech.

Now we will introduce Mae

What do we know about Mae West? We know what kind of clothes she wears. We know that she has curves. We know what she looks like. We can visualize the look that she has-the flash of her pearly teeth. We know her coloring. We know all about her.

Forty-eight hours after she produced her first outstanding picture, everybody was saying, "Come up and see me sometime." She immediately began to influence the habits, speech and even the life habits of our young people. In a few months our bathing beauties, our stage beauties, our debs, subdebs and flappers were imitating her. They began to eat potatoes and white bread. They began to put on curves. They began to cheat the doctors.

And so Mae West influences agriculture, the amusement business, and food product business, the medical profession and the habits and thoughts and speech of our

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children. She becomes the belle of young men. The bean-pole beauty passes out of the picture.

Why? Because she is box-office! She gets attention, and if an advertisement does not get attention it is not going to be read. If it is not going to be read it is not going to sell. A million times nothing is nothing, and you have wasted your money. If it is box-office your story will have effect in proportion as your story is right and your product is right.

Where will we get hints and suggestions as to how to build this box-office technique? From two sources mainly. From newspapers, and magazines. Why? First, because they have got to be box-office to live, and they have got to be box-office every issue.

The editor has to face his public every morning or every evening. If he is not up to date, if his technique, his make-up, and his editorials do not follow the trends of the time, if they don't meet the modes and manners of those of the time, that newspaper will die, that editor will lose his job. He camot live unless he is box-office.

In the second place, newspapers and magazines determine our reading habits. They have taught the public to read headlines and pictures. All right, don't resist but follow the techniques that have been successfully used in our newspapers and magazines. They know more about it than you do. They have got to know it to live.

Six-point type is set two inches wide in the newspapers; therefore it is all right to set two inch measures in six-point type because that is the easiest thing for people to read.

If you increase the size of the

type you widen the measure in the same way as the magazines and newspapers widen it. Whether they are right or wrong, that is the way they teach. When they turn out a magazine they are teaching the public to read that way, and it is hard to learn new habits. The tiny muscles of our eye become educated to these movements necessary to read easily, and if our advertising isn't easy to read it isn't going to be read.

People are incurably lazy. There are a million things grabbing for the last five seconds of each person's attention. There are so many things that are crying out for that, that we have got to be good in order to get our share of it.

Cut lines are under the pictures as a rule in newspapers or magazines. Therefore put your cut line under the picture. If you put it in six-point type people will read it. They are interested in pictures and in what the cut lines say about the picture. In our newspapers and magazines we will find daily the changing way, the changing mode, the changing habit of thought and interest of the public. And we will find in their well-finished lines, suggestions and hints and approximations to sound advertising technique.

Perhaps we can teach publications something too. That has been done. I go back to my principle about being just enough ahead but not too far ahead. If you can create or imitate or adopt an advertising technique which is just a little better or just a little smarter than editorial content you are going to have the lead. If you get that you are going to be able to compete with the other things for which people buy publications.

Pontiac Appointments

The following appointments have been made by the Pontiac Motor Car Company, Pontiac, Mich.: L. W. Slack, sales promotion manager; S. C. Bray, assistant sales promotion manager; and G. D. Burns, assistant manager of the Detroit zone in charge of sales promotion.

Baltimore Club Elects

The Women's Advertising Club of Baltimore has elected the following new officers: President, Mrs. Ruth Benese Garvey; vice-president, Miss Frances Ritter; treasurer, Miss Lily Davis; recording secretary, Mrs. Catherine McNulty, and corresponding secretary, Miss Marie Pfeiffer.

Amazing Facts

Salt Advertiser Takes Advantage of Public Interest in Newspaper Features

ALT. Not a very romantic prod-SALT. Not a very local street of uct, not one which lends itself to spectacular campaigns. It is ordinarily taken very much for granted by consumers. A necessity, used in practically every kitchen and on most tables, but not a purchase that women can get very excited about.

But the Leslie-California Salt Company wanted something different to say about its product. It had the theme in the fact that the Leslie Salt carton contains two full pounds, "one-fifth more of better salt." Something more than this was needed, something to attract attention to the campaign in which

this angle was to be featured. A survey was made of the reading habits of many thousands of persons. These surveys showed, first of all, that there was wide interest in comics and cartoons. The surveys also indicated widespread interest in Ripley's "Believe It or Not" and other similar features.

So a cartoon type of advertising was adopted, featuring "Amazing facts about salt." Most of the cartoon copy is being run in color in the newspapers.

Among the "Amazing Facts" included in the advertisements are such as the following:

That in some parts of Africa wives are literally "worth their salt," as brides are bought from their fathers with salt, a highly That when one prized product. calls his friend "the salt of the earth," that, too, is a literal fact, as salt abounds in all the tissues, secretions and fluids of the human

body, except in tooth enamel. That salt cannot be melted in an aluminum pan, as the aluminum would melt first; its melting point is 625 degrees Centigrade, while that of salt is 866 degrees.

Leading from these newsy state-



ments to more definite reference to Leslie Salt, the copy explained that the secret of this product's freeflowing quality lies in the fact that it consists of tiny crystal cubes, instead of small lumps or flakes.

The campaign is confined to the three coast States-Oregon, Washington and California, using approximately forty newspapers and a dozen grocery trade journals. A window sticker on which some of the comic strip type of advertisements are reproduced, is also being furnished to dealers.

L. P. Fisher Transferred by G-M

Lawrence P. Fisher, general manager of the Cadillac Motor Car Company, has been transferred to the operating staff of the General Motors Corporation, of which he is a vice-president. Nicholas Dreystadt has been appointed acting general manager of Cadillac.

J. W. Perry, Jr., Appointed

John W. Perry, Jr., former president of the Burlington Mills, Inc., of Bur-lington, Wis., is now with the American Hair & Felt Corporation as general sales manager with headquarters in Chicago. He was formerly president of the Crocker Chair Company.

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THE YEARS BETWEEN

THE ENTRANCE to the national women's market is at the age of twenty. Before she reaches twenty, a woman's buying is rather trivial. She buys only for herself. Her food and lodging are provided for her.

THE EXIT from that market is at the age of fifty. After she reaches fifty, a woman's buying diminishes rapidly. Her home is finished, her children marrying and establishing homes of their own.

The years between are the important years to the advertiser. In her Second-Score-and-Ten—in her twenties and thirties and forties—a woman marries, builds her home, rears her children, does the major buying of her lifetime.

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They are the years in which she buys food, furniture, household equipment—the years in which she has both the need and the incentive for beauty aids.

Delineator reaches women in their Second-Scoreand-Ten. It has a larger percentage of its readers in this buying age span than any other women's magazine. This fact is not fortuitous or accidental. It is the result of a carefully formulated editorial policy to which Delineator has adhered since 1926.

DELINEATOR



EARLE R. MacAUSLAND, ADVERTISING DIRECTOR 420 LEXINGTON AVENUE, NEW YORK CITY "IN DETROIT THE TREND IS TO THE TIMES"

372,603 FAMILIES READ

The Detroit Times Every Sunday!

THESE MONTHLY NET PAID AVERAGES TELL THE STORY . . .

July										274,614
Aug.	*				×					277,835
Sept.										299,077
Oct	0	0	0	0	0	0	9		0	313,545
Nov.		×								314,519
Dec.						*				317,619
Jan.					×			×		340,338
Feb.	*				*					351,742
March					×	×				360,734

April372,603

The Detroit Sunday Times . . . LEADER . . . not only in Circulation . . . but also in RETAIL and TOTAL Display Advertising. August 1st, 1933 . . . 274,614 families May 1st, 1934 372,603 families. Here's the story in a nutshell of the phenomenal growth in popularity of The Detroit Sunday Times in the last nine months. An INCREASE of 97,989 families or 391,956 individuals . . . a market in itself equal to the size of Kansas City . . . that has moved lock, stock and barrel into the already great market known as The Detroit Sunday Times . . . which now enjoys the LARGEST circulation of ANY Michigan newspaper.

And here's a point for national advertisers and their agencies to sit and think about . . ONE OUT OF EVERY THREE families in the entire state of Michigan now reads The Detroit Sunday Times . . . with 66% of these readers concentrated in what is recognized as the most improved and active buying area in the United States today . . namely, the immediate Detroit area itself.

For further information . . . consult a BOONE man!

DETROIT

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

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Showing the Dealer How

This Manufacturer Develops Three Types of Solicitations Which Bring Sales from Undeveloped Fields

THE Kendall Mills Division of The Kendall Company, cotton goods, gets credit for the idea. Its execution rests in the hands of retailers who sell Curity cheesecloth.

Through advertising, the trade name Curity has won acceptance among a large part of the buying public when in need of cheesecloth. Its manufacturers, the Kendall people, have made the name synonymous in the minds of many, with the generic name of this particular type of loosely woven cotton material

Customer acceptance has not been taken for granted, however. Advertising and store display continue to be brought before women's attention so that they will not forget. And now retailers are being told of another great market that may be theirs if they will go after it—and a market that probably not one in ten of them has ever approached.

It lies in the offices, banks, garages, machine shops, filling stations, dairies, restaurants and other enterprises scattered around about every retailer—and every one a po-

Ondeveloped Fields

tential user, at least, of cheesecloth. Kendall describes all this in a folder that has been issued to retail dry goods and department stores. The uses of the product in establishments such as those above listed are cleaning, washing, dusting, polishing, wiping or straining. For these purposes each of these types of business can use cheese-cloth; some of them are now doing so, while others are using waste, old rags or other material. The makers of Curity have this suggestion to the retailer in regard to its greater use:

its greater use:

"Make them think of cheesecloth. Let them, all of them, learn
the advantages over miscellaneous
rags, and other fabrics. Let them,
all of them, see the advantage in
buying cheesecloth from your store.
Let them see the advantage in ordering from you, no fuss, no bother,
no parcel post to pay. Capitalize
on the 'buy at home' movement.
Keep this volume of cheesecloth for
the independent merchant—your

Then come the three suggested ways of getting the business: By

Chesseloth uses by Outlets	Cleaning	Dusting	Polishing	Straining	Wiping	Washing	Wity
A. Officer Banks Stores	Tipo t	Deska Chunters	K- Catera	Wily	P. John	Windows.	P. Harris
B. Garrafus Machiere Brass Filling Sto. Text Cas	Office East person.	Now Car	New Care	Carlon Load Stop		Western Co. Western Co.	City
C. Dairies Croomeries	haripment ,	Wity	N. Sar y Equipment	Mulh.		Wity	
D. Pointers Paper Hanglers	Surfaces to be		Furniture	o at	Paint from Surface not intended to be presented to be	pointed	Wity
E. Schools Libraries Public Buildings	The re-	Dosta	Atmes	Wity	NA POR	Black Boards	high control
F. Rostourous Inna Toverns	Office Seripment.	ėrg.	Pixtures.	Katik his at	Counters, Bare.	11	City

telephone calls, letters and personal salesmanship. The folder reproduces two possible telephone solicitations—stressing the fact, however that they should be changed to fit the occasion. It reproduces a letter that may be sent, inviting the person addressed to come into the store or give the writer an opportunity to call with samples.

Regarding the personal sales approach, the folder says:

"In those dull periods during the day which are best known to you, it might be well to assign to some person the responsibility of going out locally and presenting the cheesecloth story to the selected one or two outlets. In this personal solicitation the advantages again would be stressed of cheesecloth, convenience of ready stock, elimination of fuss and bother in getting cheesecloth immediately on order without having to wait for it to come from a distant point. Cheesecloth Use Chart would be of real help to the person making the personal sales solicitation.

Assign Work to One Person

"You will agree that cheesecloth is a profitable item for your store, that there is a fairly steady demand. Now, if by the route of this type of specialization on cheesecloth you are in a position to step up your yardage noticeably, it might be well to assign as a definite responsibility to some one person in the store the job of developing this plus business in your community. A small extra payment would be enough of an incentive to any person assigned to the task. The plan we are suggesting is not theoretical; it is practical. We know that there is a volume of cheesecloth in every community in the country being used by the outlets we have mentioned, in the ways we have mentioned. We believe you will agree that it is worth the effort and that the probable extra profit will be welcome income to your store.

The Cheesecloth Use Chart, reproduced with this article, is an aid to be used in any one of the three

types of solicitation.



NEW YORK: 49 WEST 45TH ST.

CLEVELAND: 1501 EUCLID AVE.



Leisy's is back

... and how!

Leisy Brewing Co., historically famous, purveyor of millions of barrels of beer to Cleveland palates . . . but a year late in getting started.

A blending of old ways of promotion with new ideas . . . smart copy with the flavor of good beer in every syllable.

Dealer list complete two weeks before sales started. Brewery oversold since deliveries began. Now Leisy's is back... with an exclamation point!...in Cleveland.

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CLIENTS

Aluminum Company of America The Aluminum Cooking Utensil Co.

Aluminum Seal Co.

American Can Company

Art Metal Construction Co.

Associated Tire Lines -The B. F. Goodrich Rubber Co.

The Austin Company

The Bassick Company

Cary Maple Sugar Co.

Central United National Bank of Cleveland

Chase Brass & Copper Co. (Lighting Fixtures Division)

Cleveland Pruit Juice Co.

P. & F. Corbin

Commonwealth Shoe & Leather Co.

Detroit Steel Products Co.

Fidelity & Deposit Co. of Maryland

The Fox Furnace Co.

The Hills Bros. Co. (Dromedary Gingerbread Mix)

Hotels Statler Company, Inc.

The Leisy Brewing Co.

Monongahela West Penn Public Service Company

National Canners' Association

Nation's Business

New York University

Potomac Edison Co.

The Standard Register Co.

The Templin-Bradley Co.

S. B. Thomas, Inc.

University School

Westinghouse Electric & Manufacturing Co.

Westinghouse Lamp Co.

Westinghouse X-Ray Co., Inc.

The West Penn Electric Co.

West Penn Power Co.

The Wooster Brush Co.

Worcester Salt Company



World's Largest Broadcasting Station

500,000 Watts

Clear Channel

A TWO-YEAR survey showing consumer preferences for various trademarked commodities in many fields has just been completed.

Owners and major executives who are considering the use of radio advertising may secure charts covering their particular field by writing to

JOHN L. CLARK, WLW - - CINCINNATI

This material is not intended for general mailing nor can it be used for advertising purposes.

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A Break for the Bank Man

He Doesn't Always Raise Hob When He Steps In, and Here's Proof

By Morris Blair

MANY times since 1929, we have heard someone say of a firm, "They have a bank man in." This is generally supposed to mean that the financial status of such a house is getting or has gotten

shaky.

The fact that the bank requests a representative on the board of directors of a corporation, or someone it selects as general manager, should not cause uneasiness from the standpoint of credit, but should be taken as evidence that the corporation is composed of wise men and that their banking connections must be of the best. The bank is just as much entitled to a representative as any other stockholder. The bank's money, when invested under notes payable, is part of the working capital and it should have the right to exercise due care in the way its funds are managed.

Many of the larger banks keep a staff of men who give all their time to this kind of work. The men are selected because of their outstanding ability as business managers. Some of them may be specialists in merchandising and when a merchandising problem is not being solved by the executives of a business, this bank man with his new and unprejudiced view may come in and see the answer to the problem and stay with the firm to carry out his suggested new policies until success has been

attained.

He may find it necessary to make some changes in personnel. The article being manufactured may not have been changed for thirty or forty years. The faith and belief that the organization has always had in the product may blind it to the accomplishments of competitors.

The bank man comes into a situa-

tion of this kind, studies the market, the production costs, overhead expense, and the present and future trend of the line and has to be sold hard as to why changes are not necessary. The general manager of a large corporation, who has had a "bank man" in his company for six months, said to me: "This bank man is a continual challenge to our thought; he always listens to us and after we finish telling him about our methods of doing business he calmly asks, 'Why?' When we try to answer him, we often find that we don't know why ourselves, unless it may be that we have done it this way because our fathers did."

What the Bank Man Did

I asked what this bank man did that was particularly different from the former policy. "Well," he said, "now that you ask me, I don't know that he did anything radically different from what we were doing. He did change our general manager, who was on the verge of a nervous breakdown. Funny thing, too, he didn't fire him as bank men are supposed to do. He gave him first a vacation with salary, and then gave him a department which he formerly had, and today he is happier than he has been for years.

"He also encouraged us to use our own brand names on certain items, and got us to manufacture certain of our own products which we formerly bought, using our own equipment with no extra help. We hardly realized we were doing anything radically different from what we had always done, so gradual did he bring about these

changes."

In matters of personnel and organization a bank man can make a

Juna

decision which the owners of a business know should have been made. Perhaps because they have had a man in their employ for many years they just haven't the heart to make a change. This fault of allowing sentiment instead of reason to govern has caused the bankruptcy of many firms.

The bank man may have occa-

sion to do some part liquidating, resulting in a small business operating at a profit, instead of a large business operating at a loss. At all times he has the interest of the business at heart, other rise he will not be successful in getting the bank loans reduced, and if he is not successful, the bank of course will cease to use his services.

Timed Advertising for Milk

A TIMING somewhat reminiscent of the historic dash into the Indian Territory will mark the introduction of irradiated evaporated milk by five leading companies in that industry. By mutual agreement the companies are witholding public announcement until early June, at which time they will simultaneously proceed to stake out their claims on the market with advertising.

The same process—Steenbock—of adding vitamin D to the milk is being used by all five firms, which are: Carnation Company, Pet Milk Company, Borden Company, Nestlés Milk Products, Inc. and Indiana Condensed Milk Co.

In announcing the new development, each firm will follow individually its usual advertising channels, with the irradiation news featured. In all cases claims for the enriched milk will be limited to those acceptable to the Wisconsin Alumni Research Foundation, the licensor, and the Committee on Foods of the American Medical Association.

Distribution of the new milk is already well under way and partial stocks of it have already quietly appeared in many retail outlets. With the uniform release dates on advertising, it thus comes into the markets without disturbance or upheaval in the trade.

New Haven Club Elects

Raymond C. Gorman has been elected president of the New Haven, Conn., Advertising Club. Other officers elected include: Vice-president, Nathan B. Stone; secretary, Robert J. Lancraft; treasurer, Andrew Casalino. On the board of directors are Leslie H. Tyler, Max Livingston, Joseph Crotty, Steddeford Pitt, William R. Stewart, George Webb and Miss Rose V. Biral.

Davis with Research Group

W. L. Y. Davis has joined the Market Research Corporation of America, New York, in an executive capacity. He recently has been with the G. M. Basford Company as director of marketing and research. He previously was with William Green, Inc.

Will Direct Cement Account

The Portland Cement Association, Chicago, has appointed Roche, Williams & Cunnyngham, Inc., advertising agency of that city to handle its advertising account, effective July 1.

Plan Curtis Memorial

The Poor Richard Club of Philadelphia is completing plans to erect and unveil a memorial tablet to Cyrus H. K. Curtis, who at the time of his death was an active member of the club. The plaque, which will occupy a prominent place in the Poor Richard clubbouse, will be unveiled on Mr. Curtis' birth-day, June 18. The committee in charge includes Charles H. Eyles, chairman, William J. Laird and Rowe Stewart.

Directs Arwell Sales

Ira R. Ogilvie has been appointed manager of sales of Arwell, Inc. Waukegan, Ill., household chemicals. He formerly was general advertising manager of the Hale-Haas Corporation, Eau Claire, Wis.

Dodge Advances Ridenour

K. A. Ridenour, of the sales promotion department of the Dodge Brothers Corporation, Detroit, has been appointed regional sales manager. 934

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PITTSBURGH SUNDAY SUN-TELEGRAPH

CIRCULATION

104,227 GREATER

THE OTHER PITTSBURGH SUNDAY NEWSPAPER

> A. B. C. Publishers' Statement March 31, 1934

Sun-Telegraph (S). . . 352,780 Other Sunday Paper . . 248,553

During the six months period ending March 31, 1934 the circulation of the Sunday PITTSBURGH SUN-TELEGRAPH increased 46,724, as compared with the circulation for the period ending September 30, 1933.

The great circulation growth of the Sunday SUN-TELEGRAPH reflects the large increase in the buying power of the Pittsburgh Market.

PITTSBURGH SUNDAY SUN-TELEGRAPH

Pittsburgh's Largest Sunday Newspaper

PAUL BLOCK and ASSOCIATES NATIONAL REPRESENTATIVES

Youth and Housing

Scrap Seventeen Million Homes, and Thus Make Jobs and Avert Crisis, Dr. Pitkin Advises

THE forgotten youth and the forgotten factory, twin elements in a new kind of consumer problem, must get together if a profound industrial and social crisis is to be averted. And the one adequate meeting ground is a mass housing program involving the scrapping and replacement of at least 17,000,000 homes.

This was the conclusion reached by Walter B. Pitkin in a discussion of the present-day status of the consumer before a meeting of the Chicago Federated Advertising

Club.

"There is an extraordinary and unparalleled situation with regard to the young consumer today," Dr. Pitkin began. "Fully one-third of our population-a group comprised of many of the young people below thirty—are practically out of the picture as consumers. Without permanent jobs (many millions of them have never appeared on an industrial payroll and are not accounted for in Government unemployment statistics), their buying power is almost negligible. It is less than 40 to 50 per cent of what it was for the similar age group ten vears ago.

"You cannot have progress of the kind we hope for in this country unless this group is given a basis for the two traditional satisfactions of the American consumer—the job and the home. If they are not taken care of, we will have on our hands millions of people who have lost all interest in having homes and, having too much experience in living off somebody else, don't want jobs. That condition will have a deep effect on the American standard of living and, consequently, upon virtually every product that is advertised."

A careful survey of this condition brings out that there exist many opportunities for these young people, Dr. Pitkin said. Even so, some 8,000,000 to 10,000,000 entirely new jobs must be found—a problem of no small proportions.

"A study of the possibilities for creating such jobs points clearly to the heavy goods industries—the realm of the forgotten factory," he asserted. "It shows, moreover, that the one possibility of starting the wheels turning in these factories on a scale sufficiently broad is a mass program of home building to replace the country's 10,000,000 shacks, its 5,000,000 jerrybuilt houses and its 2,000,000 good homes in blighted industrial areas. This is a potential business of \$40,000,000,000,000 to \$50,000,000,000. More significant, it is work for 6,000,000 to 7,000,000 people for a number of years."

Des Moines Club Elects

The following officers have been elected by the Des Moines, Iowa, Advertising Club: Larry Fenlou, president; Paul D. Patterson, vice-president; and A. Ray Maricle, secretary. The following committee chairmen were elected: E. M. Meneough, publicity; C. A. Lockard, house; E. S. Kinney, membership, and Leo J. Lucier, vigilance.

New Racine Agency

The Globe Advertising Service has been formed at Racine, Wis. Officers are: A. Smith, president; H. Patton, treasurer; B. E. Steiman, space buyer, and A. Schmidbauer, production manager.

"Spirits" Advances Frank

Paul Frank, who has been New York representative of Spirits, of that city, has been appointed advertising manager. With this appointment he also becomes vice-president of Spirits Publications, Inc. Don Taylor has been appointed editor of Spirits. He formerly was managing editor of the Journal of Business Education.

Martin B. Iger Appointed

Martin B. Iger has been appointed advertising manager of The Literary Workshop, New York. He succeeds Charles J. Stuart, who becomes business manager.

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Bedroom Style Shows

Simmons Conducts Forty Exhibits to Dramatize Idea That Metal Furniture Can Be Modern

BY June 20 more than a million people will have been exposed to an overhauling of their notions about metal furniture. By staging a series of forty bedroom style shows in as many major cities, the Simmons Company has undertaken to demonstrate in tangible, dramatic manner that, far from being necessarily synonymous with the old-fashioned brass bed of the '90's or a stark hospital sleeping rack, metal furniture can be modern, gay and colorful.

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eeds ness The shows are conducted on a non-commercial plane, with no reference to the Simmons trade name in the advance advertising and very little on the scene. They are known as The Style Show of Modern Bedrooms, sponsored by the Modern American Guild in cooperation with Good Housekeeping.

Each exposition consists of eighteen complete bedrooms, hand-somely and elaborately furnished to the last detail of drapes, dresser accessories and even fresh flowers.

The rooms demonstrated metal furniture in various styles of interior decoration, as interpreted by a number of prominent decorators, and various types of rooms were shown, such as master, bachelor, child's, woman's and so on. In all, products of more than two dozen manufacturers associated with the Modern American Guild were exhibited on the bedroom ensembles. Suits of Simmons bedroom furniture-bedsteads, dressers, vanities, bed-tables and benches -of course predominated, inasmuch as the whole project was initiated and paid for by the Simmons organization.

Four troupes operate simultaneously in presenting the shows, under the direction of John W. Hubbell, Simmons sales promotion manager. One works in the East, one in the Middle East, another in the Middle West and the fourth in the Southwest. Each exhibition is held Monday, Tuesday and Wednesday—during both daytime and



A typical bedroom setting in the style show of the Modern American Guild, sponsored by the Simmons Company

,996,25\$A

People in the MONTREAL Market Distriction that

Metropolitan - Urban - Rural



Unlike most trading centres, the City of Ontario-Montreal is not "walled off"-either by a tural pursu lake, the sea, an international boundary or a competitive city. It is the heart of a network of industrial payrolls; together with the farming areas which supply a large part of their presse for food. A concentrated market of 1,996,255 op trade in people.

Intelligent sales effort and organization backed by adequate advertising will make this French Reading market yours!

Sales and advertising Mr. Montre should be co-ordinated tetropolitan the needs of the field. ager. Wi importance of the ma Office—2 well WARRANTS sp.N. Michigexamination and attention the Corp

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AA Market that is **72.8% French**

54,380 French people reached effectively only through their n language. Plan the necessary advertising coverage in the

olltan Area 1,018,124—60% French

ot dependent on any one interest. a textile city, a shipping centre rail and sea, a shoe manufacturcity, a financial and insurance re. In all these and many other stries it leads the Dominion.

rth West 243,632-80.4% Franch

th and West to Hull, centres manuaring Matches-Cement-Papers--Clothing-Foundry Productsber Products-Knit Goods-Tex--Ammunition-Lumber and Power hemicals-Implements-Medicines smiture-Pianos, etc.

hth West 71.724—75.6% French

and West to the U. S. border and City of Ontario-primarily devoted to agtural pursuits and fruit production. ry of a festiles-Flour-Paper and Power. ddition, industrial centres produc-

e farm e facts in this series of adve's are from of their Presse for manufacturers who desire to 996,255 op trade in this French speaking and READmarket. For the series and complete mation, address-Business Manager, La e, Canada's French National Newsertising Mr., Montreal. Toronto, Ont., Branch
rdinated letropolitan Building—S. L. Rees,
the field ager. William J. Morton Co.—New
the ma Office—200 Fifth Ave. Chicago Office—
INTS 1/10 N. Michigan Ave. London, England—
d attention giver Corporation—19 Craven St. WC-2.

North East 221,348-95.0% French

Along the North Shore to Trois-Rivières, Shawinigan and Grand 'Mère. Cities producing Textiles-Paper Shoes Power Aluminum - Carbide -Cellophane -- Carborundum -- Steel-Cast Iron-Knit Goods-Gloves-Lime Clothing-Matches and Distillery Products and over 800,000 Hydro Electric H.P.

East 175.685 — 97.6% French

East along the South Shore of the river, producing Pipe Organs-Textiles-Corsets-Silk-Hosiery-Shoes-Leather-Knit Goods-Clothing-Tire Fabric-Rubber Heels-Paper Products-Steel Castings-Ships-Boots - Rubbers-Furniture.

South East 265,742-78.2% French

South to the border, east to Stanstead, producing China-Sewing Machines-Drain Tiles - Clothing - Textiles -Hosiery - Woolens - Scales - Paper -Machinery - Asbestos - Blankets - Tobacco-Lime-Furniture and products of Silk, Rubber, Wood and Metal.



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evening—the largest ballroom of the leading hotel in the community being used for the purpose. In a few cases where the hotel had no ballroom of sufficient size (the show needed 6,000 square feet) the leading auditorium was used. The latter part of each week was taken in tearing down the show, transporting the equipment—which filled ten freight cars—and setting it up in the next community.

As the exhibition is ready to open in a given community, the Modern American Guild runs an advertisement of 800 lines in rotogravure, with the exception of a few cities where this type of supplement was not available, in which case the advertisement was run in black and white. The copy simply describes the show and invited the public to attend, mentioning no manufacturers' names nor those of any dealers.

Dealers, however, were urged both by the Simmons Company and by the local newspapers to run tieup advertisements inviting the public to see the show "and then come over to our store and see the same pieces on our floor." In some cities as many as fifteen dealers bought space, ranging from double-page spreads to sixty-line advertisements. Dealers who did not even stock the metal furniture took oc-

casion to advertise and capitalize upon the interest being focused on furniture. Newspapers in every case have co-operated readily, seeing the advantage to their local merchant in a non-commercial promotion of this sort.

No dealers' names were mentioned in the exposition proper and visitors who asked where the merchandise could be bought were, in every case, simply advised to see their own dealer. The only commercial indication of any sort in the shows was a small unobtrusive card on the wall of each bedroom which listed the companies by whom the various items in that display were manufactured.

Each visitor is given a color preference ballot with which to vote on the rooms he or she liked best and almost everybody who attended voted. Thus the Simmons Company secured a definite feeling of the public pulse with regard to styles of bedroom furniture and interior decoration schemes. At the same time there was space on the ballot for the voter to fill in the name of the store at which he, or she, is accustomed to purchase fur-With this material, it is niture. possible to demonstrate to dealers in definite terms, the consumer response both to the exhibition and the merchandise shown.

Chevrolet Sponsors Series of Dealer Meetings

The Chevrolet Motor Company, Detroit, has inaugurated a series of dealer factory conferences on advertising to be held once a month. The company hopes to profit from the experiences of the selling organization by these meetings and at the same time give dealers a clearer conception of its campaign plans.

Has Gem Clipper Account

The H. C. Cook Company, Ansonia, Conn., Gem nail clipper and metal specialties, has appointed Claude Schaffner, Advertising, New Haven, to direct its advertising account. Magazines and direct mail will be used.

Changes Name

Voluntary Chain Magasine, New York, has changed its name to The Voluntary and Co-operative Groups Magasine.

Appointed by Chicago Federated Advertising Club

Mrs. Dorothea Anderson, formerly managing director of the LaGrange, Ill., Chamber of Commerce and, at one time, advertising manager of the National Provisioner, has been appointed secretary of the Chicago Federated Advertising Club. Headquarters are in the La Salle Hotel.

Has Paint Spraying Account

The W. R. Brown Company, Chicago, paint spraying equipment, has appointed Bertram Reibel, Advertising, of that city, to handle its account. Business papers in the paint, hardware and house furnishing fields are being used.

Lines Leaves Walker

Fred W. Lines, general sales manager of Walker & Company, Detroit, outdoor advertising, has resigned, effective July 1. He has been with Walker for ten years.

Retail Grocers Crack Down on Jobber Selling

Why Advertised Brands Suffer Severe Handicap

By S. A. Parks

FOR the last five months I have been engaged in introducing a new advertising campaign to 1,000 independent stores, and calling on each of these stores for orders. I have also spent a great deal of my time in asking the grocers questions on methods of selling; methods of distribution; what they think of specialty selling, of job-bers, of national brands, of national advertising, etc.

If sales executives of food manufacturing concerns had the time and the opportunity to get out and interview grocers, they would certainly have enough material and ideas to plan a sales and advertising campaign for the next two years. It is next to impossible, of course, for most sales managers to make many individual calls; it is my intention in this article to let them see what the grocer thinks of their advertising, sales methods,

I have found a disturbing lack of interest among grocers for any type of food advertising other than the special circulars or newspaper advertisements issued every week. They are openly scornful of much of the advertising being done.

To start a hot argument with a grocer, you have only to mention a certain popular brand of coffee and ask what price he is getting

for this brand.

"Why should I buy a nationally advertised brand and push it?" he will ask. "Those cut-price markets are selling So-and-So's coffee for 25 cents, and it costs me 26 cents. One jobber controlling a voluntary chain has his stores selling nationally advertised products at one price, and his salesmen are selling the same thing to us at the price they are getting in their stores. Sure we are pushing a private

brand. Why shouldn't we? We make more profit, and private brands are not run as specials, with the price cut in half.

Another grocer comes in with, "Sell your brand? I should say not. I make it a point to sell a customer anything else I can, but I won't push an advertised brand. I carry a few nationally advertised brands, but I never push them. Why should I?"

Some Advice from a Chain Owner

And then a very intelligent owner of a chain of three stores speaks up about like this, "Why don't some of these national advertisers wake up? They are paying a jobber to push their goods, and the jobber salesmen never mention his brand, but always push the jobber's private brand, which is two to three cents lower than the national brand.

"Take your brand, for instance. It is being sold in a cut-price market, for 7 cents this week. The jobber who sells your product owns this market. He comes to me and offers the product to me for 71/2 cents, but he offers his brand, which is not cut-price, and is not pushed for 7 cents; and I can sell it for 10 cents. It's time some of you fellows realized that the jobber is playing you for all you are worth. He sells his brand instead of pushing yours, he makes a profit if you sell your brand, and he also makes a profit on his own. The jobber rakes it in on two sides.

"If you are asking me what the national advertiser ought to do, I'll tell you. He ought to sell his goods direct out of a truck and sell the grocer whatever he wants for cash; put in advertising material; help the grocer push the

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anager outdoor July 1. years. product out and advertise his product to help the grocer; cut out giving jobbers special advertising discounts, maintain one price, cut out brokers, and all the extra expenses and spend his time and money in selling the grocer and then in helping him sell his product. Unless you fellows will help us, your product will rot on our shelves before we push it."

An Average Grocer Answers Some Questions

Let me create a typical grocer out of the thousand whom I have interviewed—Edgar Average. I will put some questions to Mr. Average, grocer, and we shall see his answers:

Mr. Average, what do you think the manufacturer can do to help increase sales of his product?

"Well, the thing we fellows need most is a little encouragement and help in pushing advertised brands. A manufacturer should train his men to help sell his goods and not just sell goods to the grocer."

How can we help the grocer sell our product, Mr. Average?

"The manufacturer can help a grocer most by first not loading him up."

Then you do not agree with the theory that the more a grocer has on his shelves, the more he will sell?

"I certainly do not. If a grocer is loaded up with a product, it stays on his shelves so long that when it is finally gone, he resolves not to buy it any more because he figures it is a slow-moving item. When stock gets old and dingy, it does not sell well because it is not attractive."

Do you object to manufacturers selling to chains and cut-price markets?

"No, not if the manufacturer cuts out all special discounts and quits this special advertising allowance business. If the national advertiser will establish one selling price, we can compete with the chain and cut-price markets. The chains are not cutting prices so much any more. It is these cut-price markets with self-service, which are running loss leaders

every week, that bother us. You fellows ought to make those markets sell your product at a certain price or else tell them nothing doing."

Do jobbers help you sell your merchandise?

"They do not. They are only interested in selling us as much as our credit will take."

Do you think that manufacturers should spend money in window displays, counter displays, floor displays, recipe books, etc.?

"Yes, we need window displays and advertising material, but design them to fit the store and the grocers' needs. We cannot put everything on the counter. If you fellows must have floor displays, please keep them compact. Most of them take up about three times too much room. Design window strips and counter cards that are practical, and that do a selling job-we don't want them with pretty pictures or fancy decoration. Give us recipe books and new ways to cook products. Give us things we can sell in quantity. Give us packages that are strong and compact, and of standard sizes. . . .

It is time that manufacturers and jobbers wake up and face facts. Let the manufacturer starting a new advertising program look on the dealers' side of the fence. It is time jobbers began to spend a little time in selling national brands instead of pushing their brands. If jobbers are tired of distributing national brands, let them sell their own, but let them decide whether they are going to be food manufacturers or jobbers. If a jobber is paid to sell your brand, it should not be necessary for him to have a brand of his own on the same item. If he is putting out brands under his own name, the advertiser can make up his mind that the jobber is selling enough of the advertised brand to get by, but his salesmen are pushing the jobber brand for all they are worth.

Many times I have waited in a store to see a grocer, and listened to jobber salesmen take orders. I have heard the salesmen mention specials on jobber brands, but

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ICTORIAL'S PROGRESS

For three consecutive months substantial advertising gains have been scored by

PICTORIAL REVIEW

Since January, 57 new advertisers have joined our march of progress and 43 old advertisers have increased their 1934 schedules. . . . Proof of confidence . . recognition of value:

hardly, if ever, mention a national brand, unless to say that the jobber brand was just as good, but the price was lower. My own company is a national advertiser and uses jobbers, but we have specialty men doing our selling. The men the jobbers send out are not salesmen. They are order takers. Most jobber salesmen merely write down what the grocer says he needs.

Do jobber salesmen ever give a grocer an idea for moving goods? Do they ever suggest that the grocer make displays or move goods into a more prominent location? Occasionally, but usually if they do they are talking about the jobber's brands, and not about the national brand.

The progressive, wide-awake merchants advertise regularly in newspapers and with circulars because they know that advertising does sell goods. They advertise the products of the manufacturer many times and never think of asking for a special advertising allowance. They advertise those products because they know they have quality and will sell and net them a rea-

Literate Mr. Tugwell

sonable profit.

EDWARD SCOTT PATTISON NEW YORK

Editor of PRINTERS' INK:

I am wondering how many "viewwith-alarm" letters descended upon you as a result of your recent editorial concerning Rexford Tugwell. Personally, I considered it an unusually fair-minded statement, and one which increases my respect for your judgment (which, by the way, has always impressed me favorably).

The mere fact that we have an Assistant Secretary of Agriculture sufficiently literate to put his economic philosophy into words is progress for which we should be thankful. Attacks based upon para-

graphs of previous writings pulled out of their context may be good politics, but are hardly an encouragement to those few individuals in public life who have ever gone beyond the "this-great-country-of-ours" type of utterance.

People who insist that another great war is inevitable are not thereby branded as being in favor of immediate steps to stir one up. On the other hand, anyone with courage enough to announce a conviction that there will be inevitable changes in our economic and social relationships is likely to be immediately branded as a traitor to his country.

Life, I suppose, is like that.

E. SCOTT PATTISON.

Get Along, Little Doggy

Even the dogs are finding, with all the new deals under way, that things are changing for them also. For example, newspaper advertising heralds a campaign to make trees no longer public dog property. Gimbel Brothers, Philadelphia, in recent copy, show a mournful dog sitting beside a tree placarded "This tree sprayed with Dogzoff." This product, the text explains, will be effective in keeping gardens from going to the dogs, especially the neighbors' dogs.

Heads Jacksonville Club

Stephen H. Fifield, assistant vicepresident of the Barnett National Bank, Jacksonville, Fla., has been elected president of the Advertising Club of Jackconville. Macfadden Reports Larger Profit

Macfadden Publications, Inc., for the first quarter of 1934 reports an operating profit of \$650,000, as compared with \$400,814 for the similar period a year ago. Net profit on Liberty for the first four months of 1934 was \$117,981 as against \$16,744 for the first four months of 1933. Macfadden has declared a dividend of \$3 per share on preferred stock to stockholders as of June 30, 1934.

Joins Sterling Agency

Leona H. Bowman has joined the Sterling Advertising Agency, New York, as an account executive. Miss Bowman, who has been servicing retail stores and other firms on an individual basis, will continue to handle this business through the Sterling agency.

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Big City Complex Is Drag on Retail Promotion

In this thoughtful study of how to fit a sales promotion program to the retailer's needs, delivered at the spring convention of the Association of National Advertisers in Chicago, Mr. Sullivan seems to make one error. This is his apparent belief that the people "out in the sticks" are essentially different from those in urban centers and therefore must be talked to in a special language. But perhaps he doesn't mean just that. Anyway, his idea about manufacturers' retail promotion departments being dominated too much by the big city complex is hugely interesting and undoubtedly correct. Mr. Sullivan's "how to" extracts from the Cannon promotion plan presented here are sure to be helpful to many manufacturers who are wrestling with a retail situation similar to that set forth by Mr. Allen on page 25 of this issue.

By Daniel F. Sullivan

Advertising Manager, Cannon Mills, Inc.

TO meet retailers on their own ground, in fact to meet any promotional situation, a manufacturer's advertising promotion department must have a well-defined working philosophy. That philosophy at Cannon Mills is very simple, and yet very practical.

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and will ough It is that Cannon products are only half sold when the salesmen's job is done and that the second and most important part of the Cannon program is to help retailers move goods from their shelves long after the salesman's transaction is over.

Proceeding from this basic idea, two things are essential in formulating any plan of promotional operation. One is an intimate knowledge of the retailer himself, the other is an understanding of the type of people who are his customers.

As for big city stores, most of us are familiar enough to know that all promotions carried on in them must be tailor-made. Their pace is so fast, their departmental and window display standards so high, their thinking so competitive that wherever you encounter them you are to consider them as prima donnas in their own right and you

should make allowance for their peculiar temperaments. What is promotional food for one is out and out poison for the competitor across the street, so that it behooves you to know their likes and dislikes and to study assiduously their own peculiar promotional theories.

In the old days when Coolidge was king they were the arrogant ones, yet, I daresay, if we were in their shoes at that time, it could be said with equal justice that there was plenty of arrogance on the side of manufacturers, particularly their advertising men. The old arrogance is gone and today you will find them eager for your ideas, willing for the most part to give you a break, and unless you anticipate them, coming at you from time to time with the ques-tion, "What's new?" Time with them is always well spent because they are alert, young-minded, and well thought of by hundreds of thousands of customers.

Because the words "Main Street" take in 95 per cent of Cannon retailers, and I assume almost 95 per cent of most manufacturers' distribution, it might be well to consider the characteristics of Main Street

Since the New York Yacht Club, in charge of the Cup Races, sanctions no official program-and because serious obstacles confront the adequate distribution of any special program among spectators on a thousand vessels hailing from numerous ports and assembled miles offshore on the open sea-YACHTING has always issued a Special Cup Race Number which offers advertisers the following advantages:



1. A paid A.B.C. circulation greatly in excess thousan of any program (in 1930 YACHTING' vill carry Cup Race Number sold 22,669 copies—morRace Number than the combined sales of the two unYACHTIN official programs).

2. In the hands of its readers several day networks a before they leave for the Races.

3. Editorially the finest and most valuables with the publication covering the Internationa spectacle Races since it is edited by leading yachts e compare men who have followed these contests for Number. twenty-five years.

4. Affords advertisers by far the greates number of readers per advertising dolla expended.

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EAST 42nd

nnouncing the September Cup Race Number

which, as in past years, will serve as a guide and souvenir program for those who will assemble on the great spectator fleet off Newport on September 15th to view

THE OUTSTANDING SPORTING EVENT OF 1934

Only fourteen times during the past century have these conests taken place between the United States and Great Britain or the famous America's Cup. The Races will be witnessed by every yacht owner and sporting enthusiast of means who an possibly be on hand. Three fourths of the large yachts in the country are in commission this year and will be present. Access a thousand smaller pleasure craft and chartered steamers NG'will carry scores of thousands of spectators. While the Cup morrace Number serves as a guide to those present at the Races, univacently informed by broadcasting over nationwide radio day setworks as they did in 1930.

vertisers desirous of identifying themtions spectacle can find no medium of chtsue comparable with this de-luxe Cup is for Number.

Yachting

EAST 42nd ST., NEW YORK CITY



people and the importance of the department store in Main Street

Most of us in the advertising business are handicapped with the New York-big city complex. Most of us, too, had our early training in advertising in the "twenties," when the main advertising and promotional objectives of the big shots those days seemed to high hat Main Street.

These are the wrong approaches to the Main Street audiences, and if they were wrong a decade ago, they are ten times wrong today. Give Main Street exactly what it wants and give it with the best of your ability. If you have ever lived west of Westchester you will realize that Main Street likes the obvious. It is not interested in the exotic offshoots of the Paris boulevards or the Continent. It likes plain American things that it can readily understand like ham and eggs or a good shooting by Dillinger.

You need live only three weeks in any American town to be struck by the fact that what Main Street needs most, and most lacks, is a sense of the glamour of life.

This desire for color and drama should be recognized by every promotion man and, in the limits of good taste, played for all it is worth.

Promotion programs to be fitted to Main Street should be over-whelmingly simple. In broadsides, letters, or booklets, they should be written in words of one syllable. Display pieces themselves, card-board, wooden, chromium, or what not, should be of a type a four-year-old child could readily arrange. If any slight complication is necessary everyone connected with the promotion should receive simple blueprints and detailed bulletins, these last again written in words of one syllable.

To carry out the theory of simplicity and to be courteous as well, it is good practice to make sure that all promotion material arrives on time, also that it is carefully crated so that it arrives in perfect condition.

Fourthly, it is well to be busi-

nesslike about promotions; to make them interesting to all people concerned in their functioning. Buyer and merchandise man should realize by your businesslike approach that your ideas and the material to back them up measure up to the standards of their particular store. If you are smart and have done a good job in the big city stores, you will find yourself lifting the standards of the smaller stores.

Give the store's advertising manager complete information on the promotion in all its details. If he is worth his salt he will be glad to receive suggestions for newspaper presentation of your ideas.

The Importance of the Display Manager

Don't forget the display manager. He can do more good in the successful promotion of an idea than most manufacturers' advertising people realize. With every Cannon promotion usually goes a \$500 prize offer for the best window on Cannon products. The display manager is allowed \$2 for every photograph submitted to the Cannon contest. Prize-winning windows not only get themselves shown in trade-paper publicity, but their creators are given a publicity break as well.

What has done more perhaps than any other thing to secure the co-operation of display managers for Cannon Mills has been the publication and the distribution to department-store presidents and important executives of a book called "Good Windows." This book shows photographs of all prize-winning Cannon windows, and also photographs of the display managers responsible for them and carries a brief biography of the career of each.

Finally into every promotion endeavor must go the human phase.

A brief account of the recently concluded Cannon Cotton Week promotion illustrates how the few foregoing points can be capitalized in practice. The central idea that Cannon Products were the proper merchandise items to promote in Cotton Week was conveyed

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to stores through trade paper advertising and through direct mail beginning six weeks before the date of the week designated as Cotton Week.

So obvious, so glamourous, so simple, and so department-store-like was this Cotton Week suggestion that 904 stores asked for it through the mail or through Can-

non salesmen, and so far as we can determine, 904 stores used it. Already, only two weeks after conclusion of Cotton Week, more than 250 photographs have been received for the contest, and what is far more important, about forty letters from buyers telling us the idea helped sell more goods than they believed possible.

A.N.A. Boosts Agencies

PRINTERS' INK Headquarters, Chicago, June 5. (By Telegraph)

Lee H. BRISTOL, vice-president of Bristol-Myers Company, speaking before the semi-annual convention of the Association of National Advertisers here, announced that the Association's study of advertising agency compensation would probably be released to members and others interested before the organization's annual convention is held next November.

In making the announcement, Mr. Bristol had this to say about the Association's estimate of the place of the advertising agency in the merchandising scheme:

"We believe there is a wider horizon ahead for the advertising agencies. That their future is greater than their past. That their past efforts in making advertising profitable are puny compared to what they can do in the future to make it more productive and therefore more profitable for themselves and for advertising mediums, and to get advertised products to consumers at the lowest possible price."

He expressed the opinion that the strength and value of the study "will lie in its fairness to all parties concerned—medium and agent

as well as advertiser."

In fact, Mr. Bristol "would not be at all surprised to find that in the long run this study will be of the greatest value to advertising in general." He believes the study would be of special value to the agent because "it will most assuredly give him an inventory of

the practices of compensation followed in his business and the first complete legal review of his status and of his relationship to the advertiser and the advertising medium."

Mr. Bristol was especially emphatic in his declaration that the study is not being carried on in any effort to eliminate the advertising agency but for the purpose of strengthening the agency as an institution. It could do this, he thought, because it "would make the agency more useful and more usable by eliminating controversy through disseminating factual information."

His remarks were heartily supported by the other two members of the A.N.A. Board having the study in charge—Allyn B. McIntire, vice-president of the Pepperell Manufacturing Company and president of the Association, and Stuart Peabody, director of research and advertising of The Borden Company

Albert E. Haase, in his capacity as director of the study, speaking before a closed session of the convention, went into considerable detail as to the purpose of the project, telling fully how the study was being made.

The convention, sessions of which were scheduled for Monday, Tuesday and Wednesday of this week, was attended by 135 registered members. There were discussions of current problems in advertising procedure supplemented by several how-to talks on successful advertising and merchandising plans. A complete report of these sessions will appear in the June 14 issue of PRINTERS' INK.

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Says Bureau of Standards: Help Yourself

Editor of PRINTERS' INK:

Will you kindly tell us how far we can go in making use of material published in reports issued by the United States Bureau of Standards in advertising?

LYMAN J. BRIGGS, Director of the United States Bureau of Standards at Washington, in answering the above question, writes

PRINTERS' INK:

"Ordinarily there is little objection to an advertiser making use of quotations from our published material. Obviously, in quoting, material should not be separated from its context so that an incorrect impression will be given of the meaning of the quotation. Again, a product should not be identified as the particular product tested unless it is so identified in the published report. The advertising should not be so worded as to suggest that the Bureau 'approves' of the product of a particular manufacturer or finds one manufacturer's product superior to those of other makes.

"Finally, if any conclusions are drawn from the results of work done by the Bureau, which are not actually the published conclusions of the Bureau itself but are instead the conclusions of the advertiser, the advertisement should be so phrased as to make this fact perfectly plain and not open to any reasonable misunderstanding.

"Usually there is little question as to whether a particular advertisement involving the name of the Bureau is proper or improper. However, it is somewhat difficult concisely to lay down rules covering all cases which might arise. Our ideal is to make our results of the greatest use to the people of the United States without giving a particular manufacturer an advantage over a competitor. Naturally we strongly object to a manufacturer attempting to use our name to obtain an unconscionable advantage. Occasionally this occurs, with the result that we have constantly to be on our guard against

The Bureau is anxious to cooperate with advertisers and if there is any doubt about the use of specific material in advertising it is best to consult with the Bu-

reau's Director.

Poor's Plans Advertising

De Witt N. Conklin has been appointed vice-president of Poor's Publishing Company, financial services, with headquarters at New York. This company plans a newspaper campaign. Albert Frank-Guenther Law, Inc., handles the account.

Joins B. C. & G.

Joseph Sill, formerly with the Leon Livingston Advertising Agency, San Francisco, has joined the San Francisco staff of Botsford, Constantine & Gardner as an account executive.

Appoints St. Louis Agency

The Krey Packing Company, St. Louis, has appointed Mortimer W. Mears, Inc., to direct its advertising account. Newspapers, radio and painted displays will be used.

Publisher Buys WNBH

E. Anthony & Sons, Inc., owner of the New Bedford, Mass., Mercury and Standard Times, has purchased Station WNBH, of that city. The station previously was owned by Irving Vermilyea, the station founder, who remains as manager.

New Bank Advertising Service

Charles A. Smith, advertising and new business manager for the Fifth Avenue Bank, New York, for the last fifteen years, has opened offices in the Chrysler Building, that city as advertising and sales counselor.

Heads Michigan Outdoor Group

At its annual meeting the Michigan Outdoor Advertising Association elected John T. Bailey, of Benton Harbor, as president. not ons inerbe act ny ion erthe er. ult

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do not believe any advertising

manager can do himself justice without the services of a good agency. In spite of himself he becomes submerged in detail. He loses the faculty for really constructive thinking because he has no time for mental exploration. I can tell home-made advertising at a glance - not because its producer isn't able, but because the press of mechanical trivialities has made him stereotyped."

L. S. Hamaker.

Sales Promotion Manager, Republic Steel Corporation

All of the industrial advertising of the Republic Steel Corporation is prepared by

BASFORD COMPANY

INDUSTRIAL MARKETING AND ADVERTISING

ESTABLISHED 1916 . MEMBER A. A. A. A. -N. I. A. A.

NEW YORK-60 EAST 42mb STREET . PITTSBURGH-KOPPERS BLDG.

Questions for Advertisers

Hypothetical question: Supposing that advertising men were required to pass State examinations and be licensed to practice—what kind of questions would there be on such examinations?

Aesop Glim suggests some questions herewith. He also shows

how he would answer these questions.

PRINTERS' INK readers are invited to send in contributions, criticisms and suggestions. They may include readers' own pet questions and answers—or simply questions—on any department of advertising practice which might logically be covered by the hypothesis above.

By Aesop Glim

IV—QUESTIONS

 Discuss the comparative values of picturing your merchandise in use versus not in use.

17. Discuss the comparative values of picturing some result of possessing the merchandise versus some result of lacking the merchandise.

18. Give some imaginary cases in which you might use allegorical rather than realistic pictures.

19. Give some imaginary cases in which you might use pictures whose sole illustrative value lay in creating "atmosphere" or an association of ideas (as against the types of illustrations suggested in questions 16, 17 and 18).

20. Solely in terms of advertising effectiveness, what do you consider the value of pictures of the factory, the raw materials and the men who

produce the merchandise?

IV-ANSWERS

16. When you picture the article itself—not in use—you perform one or more of three functions. First, and most obvious, you are saying, "This is what we are talking about."

Second, you are registering on the retina of the prospect's eye an image of your merchandise—to the end that your prospect shall recognize and remember your merchandise when he or she goes to the dealer's store.

Third, you are picturing certain structural features of your merchandise—on the assumption that a good still life or photograph of the product will tell its own story —i.e., point to the desirability of possessing the merchandise.

When you picture the article itself—in use—you can usually
achieve one or more of the foregoing functions—with some other
plus. You may picture the consumer's enjoyment of the article.
You may picture some functional
advantage of the article, which a
straight still life does not portray.
You may picture the setting in
which the article is used.

Old Aesop Glim favors the picture of the article itself—in use to all other types of illustrations, assuming of course that such an il-

lustration fits the story.

17. Some result of possessing the article, is my second choice to a picture of the article itself—in use. If it is a food or drug product, you can picture the prospect in good spirits, or beauty, or radiant good health. If it is a piece of equipment, you can picture the prospect's new prosperity or some other form of success. Or some new social achievement—or financial security—or cultural gain—resulting from possession of the article.

Some result of lacking the article obviously bespeaks the negative approach. Always give the negative its full due. It has arresting power. The sickly or unbeautiful person lacking your food or beauty product may make a distinctly arresting picture. The person who is behind—socially or economically

or oth French saxoph present

June 7,

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W. Fletche joined agency, or otherwise—or who can't talk French to the waiter—or play the saxophone for his friends—always presents an interesting dilemma.

In arresting power, the negative approach may frequently be the more attention-compelling. Your decision rests upon how rapidly you can pull the prospect from the negative situation into an appreciation of the positive advantages of

your merchandise.

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18. "The magic carpet" has been used for everything from an actual carpet through every means of transportation to almost every button, gadget or service which transports the reader into a new world. Almost any piece of equipment can be called "the magic sword of King All of mythology has been used and abused. When the transition from allegory to the use of your product or service is quick and accurate, it is usually effective. But when the transition is slow or cumbersome, it is a hindrance to the telling of your story.

19. Most current cigarette advertising pictures either the swells and celebrities who say they smoke a certain brand—or the types of people whom the manufacturer wishes to have associated with his product. Automobiles are most frequently pictured in a setting of either architecture or people—to lend the proper atmosphere. Every so often an Aunt Jemima is cre-

ated—to lend distinction to one product against its competition.

Practically all devices intended to create atmosphere, an association of ideas or a fictitious character, mean that the product or service is correspondingly lacking in outstanding, specific advantages over its competition. When you need such devices, you need them!

20. Solely in the opinion of Old Aesop Glim, perhaps, all pictures of the factory, the raw materials and the men who produce the merchandise, represent the copy writer's last resources. Four times out of five he uses these when there are no other sales arguments to use.

People do not buy factories, or raw materials, or the men who produce the finished merchandise. The ultimate consumer buys the finished product. And if you can possibly find points of interest in the finished product, don't try to sell him the materials, factory and men by which it was finished.

V-QUESTIONS

21. Discuss: The layout determines the tone of voice in which your message will be delivered.

22. What is a dynamic layout?
23. What is a static layout?

24. In terms of layout—what do you understand by Eye Sequence?

25. When the copy does not fit the layout, should the copy or the layout be changed?

New Accounts with Midland

Advertising of the following accounts is now being handled by The Midland Advertising Service, Decatur, Ill.; Malleable Iron Company and the Chambers, Bering and Quinlan Company, Decatur; Lincoln Business Equipment Company, Springfield, Ill., and Pioneer Model Airplane Supply Company, Champaign, Ill.

Oilzum, New Product

Oilzum fabric cleaner is a new product about to be placed on the market by the White & Bagley Company, Worcester, Mass. It will be marketed especially through the automobile trade as a cleaner for auto upholstery.

House Joins Zabin

W. C. House, who has been with Fletcher & Ellis, Inc., New York, has joined Alfred P. Zabin, New York agency, as vice-president.

Schwartz Heads Own Agency

A. Gehly Schwartz, who has been with the Hadley Company, Springfield, Mass., as advertising and sales promotion director for its chain of furniture stores, has resigned to re-establish his own advertising service, the General Advertising Agency with headquarters at Springfield.

Represents MacGregor & Sollie

MacGregor & Sollie, Inc., San Francisco, electrical transcriptions, has appointed Cleveland B. Chase, & Company, New York, as sales representatives to handle transcription features in New York.

Heads Nashville Club

Harry Stone, manager of radio station WSM, has been elected president of the Advertising Club of Nashville, Tenn.

Letters

(Continued from page 10)

But then you notorious Brewers. will say: What a shocking sight to see a middle-aged gentleman-and-ahalf riding upon a Gentleman's back up Parson's Lane at midnight! Exactly the time for that sort of conveyance, when nobody can see him, nobody but Heaven and his own conscience; now Heaven makes fools, and don't expect much from her own creation; and as for conscience, she and I have long since come to a compromise.

I have given up false modesty, and she allows me to abate a little of the true. I like to be liked, but I don't care about being respected. I don't respect myself. But, as I was saying, I thought he would have let me down just as we got to Lieutenant Barker's Coal-shed (or emporium), but by a cunning jerk I eased myself, and righted my posture. I protest, I thought myself in a palanquin, and never felt myself so grandly carried. It was a slave under me.

There was I, all but my reason. And what is reason? and what is the loss of it? and how often in a day do we do without it, just as well? Reason is only counting, two and two makes four. And if on my passage home, I thought it made five, what matter? Two and two will just make four, as it always did, before I took the finishing glass that did my business. My sister has begged me to write an apology to Mrs. A. and you for disgracing your party; now it does seem to me, that I rather honoured your party, for every one that was not drunk (and one or two of the ladies, I am sure, were not) must have been set off greatly in the contrast to me. I was the scapegoat. The soberer they seemed.

By the way, is magnesia good on these occasions? Still you will say (or the men and maids at your house will say) that it is not a seemly sight for an old gentleman to go home pick-a-back.

Well, maybe it is not. But I never studied grace. I take it to be a mere superficial accomplishment. I regard more the internal acquisitions. The great object after supper is to get home, and whether that is obtained in a horizontal posture or perpendicular (as foolish men and apes affect for dignity), I think is little to the purpose. The end is little to the purpose. always greater than the means.

Here I am, able to compose a sensible rational apology, and what sig-nifies how I got here? I have just sense enough to remember I was very happy last night, and to thank our kind host and hostess, and that's

sense enough, I hope.

CHARLES LAMB.

N. B.—What is good for a desperate head-ache? Why, patience, and a determination not to mind being miserable all day long. And that I have made my mind up to. here goes. It is better than not being alive at all, which I might have been, had your man toppled me down at Lieut. Barker's Coal-shed. My sister sends her sober compliments to Mrs. A. She is not much the worse.-Yours truly,

C. LAMB.

Another letter that has interested me greatly is typical of those which are being passed from hand to hand in all parts of this country. It purports to come from a man named Swooley out in Iowa. While there is a Harrison County, I am not prepared to say that the gentleman who is supposed to have

signed it actually wrote it.

It is so typical of a group of similar letters which get over their arguments against the corn-hog and other new Government programs in satirical fashion, that I believe it is worth careful consideration and study. Also it seems to me a good sign when criticism is put into amusing language with an idea back of every word.

We seem, in a sense, to be getting back to a good old town meeting method of discussing what our governors are doing when such a letter, said to have emanated from isiper

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From Lands End to John o' Groats

the British Isles are covered by the "Daily Herald," at the low rate of only 1.6 cents per single column inch per thousand (the net sale of the "Daily Herald" is over 2,030,000 copies daily). The "Daily Herald" puts at the disposal of advertisers in the world's richest and most compact market, the greatest single selling force of any daily newspaper in the world.

GREAT BRITAIN'S Greatest DAILY

a farm house, is read with chuckles and with some careful and sober consideration.

The letter is addressed to:

HON. HENRY WALLACE SECRETARY OF AGRICULTURE WASHINGTON, D. C.

DEAR SIR:

About three weeks ago Jonas, the Don Juan of the pig lot, broke into the pen of Esmerelda, my prize brood sow. I am a little worried about this and hurry to write you for instructions.

Esmerelda has been about the place three or four years. She is a great maily pig and in the past her litters have run from 19 to 27. I signed up under the corn-hog program and I don't want to lose any of my rights under that contract. I don't want to go back on my word,

As said, if Esmerelda keeps up her pace as a mama pig, she just as like as not will have a family of around 20 or 25. The way I figured it out when I signed up with you, Esmerelda was booked for a place on the birth control program this season. In fact, she wasn't to have

any babies.

Carlotta, Dottie M. and Danzie IV were going to take care of the production on my place this year under the corn-hog program. I figured that as they have always been more reasonable and conservative they wouldn't go beyond my pig quota, which is 27. That gives them nine apiece and figures out about right. I'm entitled to that many.

Now, Esmerelda and Jonas, I'm afraid, have upset my calculations. What am I to do about it? Shall I kill Esmerelda right away? I sort

of hate to do that.

It's too late to do anything about Jonas, and Carlotta, Dottie M. and Danzie IV. I'm a good soldier and want to obey orders. I don't want any more pigs than I'm entitled to. Shall I let nature take its course, or what?

And, Mr. Wallace, there's something else. On my southeast 20 which I had plowed up last fall I notice some corn already coming up.

I guess when the men hauled the corn from the field last fall they must have spilled some kernels and they've started to grow. If they mature I will have more corn than the acreage I contracted for under the corn-hog program and I don't want to do that. Still, it seems a shame to start pulling up these plants that are trying to grow.

Just as like as not if I let them grow they'll exceed my acreage quota and I'll be doing something that I hadn't ought to do. I'm entitled to 62.007½ acres. This selfraised corn will throw that all out of kilter. What if some inspector comes along and checks up and finds I'm raising more corn than I should, and sees the condition Esmerelda is in? Will I have to go to jail? And if I do, will it be a Federal prison or some place closer to home?

And, Mr. Wallace, won't you or Mr. Tugwell or some of you, tell me what I'm going to do about

Esmerelda?

Yours very respectfully, H. SWOOLEY.

For the sake of contrast, and because it is an interesting historical document, let us consider what type of letter a man wrote who was going to be killed the next morning. That certainly is a time when lazy words or obscure expressions have no place,

Major John André, young and attractive Adjutant General of the British Army, who carried on negotiations with Benedict Arnold for the surrender of West Point to the British, was captured on a dusty road back of Peekskill by a group of five farmers. He had been told by his commander not to change his British uniform, but a rainstorm the night before and a suggestion from a man who was helping him, led him to be clad in civilian clothes at the time he was caught. André was a charming personality and soon convinced both Lafayette and Alexander Hamilton that his sentence of death should be commuted. Finding that this was impossible, André

WOMAN'S WORLD

GOES AHEAD

IN LINEAGE

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Lineage figures for the past four months show very satisfying gains over last year — more than 100% for August. In advertising, as in circulation, Woman's World is showing definite progress.

GO AHEAD WITH
WOMAN'S WORLD

June 7, 19

Fir

wrote the following letter to General George Washington:

Tapaan the 1st October 1780

Buoyed above the Terror of Death by the Consciousness of a Life devoted to honourable pursuits and stained with no Action that can give me Remorse, I trust the request I make to your Excellency at this serious period and which is to soften my last moments will not be rejected.

Sympathy towards a Soldier will surely induce Your Excellency and a military Tribunal to adapt the mode of my death to the feelings of a man of honour.

Let me hope Sir, that if ought in my character impresses you with esteem towards me, if ought in my misfortunes marks me as the Victim of policy and not of resentment, I shall experience the operation of these Feelings in your Breast by being informed that I am not to die on a Gibbet.

I have the honour to be Your Excellency's Most obedient and most humble Servant, John André, Adj. Gen. to the Brit. Army

As history reminds us, this letter did not accomplish its purpose. For on the following morning he died at the end of a rope and not from a bullet as he desired. The letter, however, caused much discussion and a debate between Lafavette and Washington, who were good friends and agreed on almost every other matter. André was a spy caught in civilian clothes and the hanging of Nathan Hale had not yet been forgotten. Out of this letter which failed, however, one senses the stirring character of a fine man and a brave soldier.

To go back to Stevenson's words about the freeness and fullness of a man's intercourse with other men, it is obvious that the freeness and fullness of the sales effort of many an important advertiser are being seriously impaired by lazy words and lazy writers.

One more letter from old days.

It is, in all truth, a selling letter. A man in England wanted a certain waistcoat for a specific purpose. The prospect to whom the sales letter was written was a tough one—Macready, the famous actor, inordinately proud of his clothes, disliking ridicule. One windy October evening in 1847—the seventeenth day of that month to be exact—a man sat down to win the waistcoat he desired by means of words carefully chosen to produce the desired result. The writer's name was Charles Dickens and he got the waistcoat with these words:

MY DEAR MACREADY-You onceonly once-gave the world assurance of a waistcoat. You wore it, sir, I think, in "Money." It was a remarkable and precious waistcoat, wherein certain broad stripes of blue or purple disported themselves as by a combination of extraordinary circumstances, too happy to occur again. I have seen it on your manly chest in private life. I saw it, sir, l think, the other day in the cold light of morning-with feelings easier to be imagined than described. Mr. Macready, sir, are you a father? If so, lend me that waistcoat for five minutes. I am bidden to a wedding (where fathers are made), and my artist cannot, I find (how should he?), imagine such a waistcoat. Let me show it to him as a sample of my taste and wishes; and-eclipse the bridegroom.

I will send a trusty messenger at half-past nine precisely, in the morning. He is sworn to secrecy. He durst not for his life betray us, or swells in ambuscade would have the waistcoat at the cost of his heart's blood.—Thine,

THE UNWAISTCOATED ONE.

If the head of some big advertising agency or if the vice-president in charge of sales for a national advertiser wants to have some innocent spring amusement, let him tell one of the men who writes copy or letters that his job is to borrow from an actor a blue and purple vest for the occasion of a wedding. Then let him see what he gets.

, 1934

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The Latest From SYRACUSE!!

ABC Publishers' Statement for the Six Months Ending March 31, 1934, Again Shows The Syracuse Journal Further in the Lead in the Field

SYRACUSE JOURNAL 62,168

A GAIN of 1,826 Over the Six Months Ending Sept. 30, 1933, While the Other Evening Newspaper Shows a LOSS of 1,060

THE JOURNAL INCREASED ITS LEAD OVER THE OTHER EVENING NEWSPAPER TO

39.2%

First in Home Delivered Circulation

First in City Circulation

First in Retail Zone Circulation

First in All Other Circulation

First in Total Circulation

SYRACUSE JOURNAL

Now in Its Tenth Year of Circulation Leadership

Represented Nationally by the Rodney E. Boone Organization

NEW LOW RATES ON STEREOS, ELECTROS AND PLATES

Effective immediately Railway Express announces a reduction in shipping costs of stereos, electrotypes and advertising and illustrating plates from 35c minimum to 25c minimum!

Now, more than ever, it is wise as well as economical to use Railway Express service for the shipping of mats, cuts and advertising matter.

Many advertising agencies, publishers, engravers and electrotypers are specifying Railway Express because this nation-wide service means RUSH all the way from pickup to delivery. Railway Express delivery service knows no closing hours and promises delivery nights and Sundays included.

ELECTROTYPES, STEREOS, ENGRAVINGS, ETC.

Pound rates—Minimum 25c MATS

Pound rates—Minimum 25c ADVERTISING MATTER

Printed, Engraved, Etc., 1c each 2 ozs. or fraction—Minimum 15c Value Limit \$10.00

We give a receipt on pick-up and take a receipt from the consignee showing date and hour of delivery. This service is maintained in all principal cities and towns. For information or service merely telephone the nearest Railway Express Office.

The best there is in transportation

SERVING THE NATION FOR 95 YEARS

RAILWAY EXPRESS AGENCY, Inc.

MATION-WIDE SERVICE

Against Speed Advertising

Commissioners from eleven Eastern States and five Provinces of Canada pledged themselves to recommend State laws prohibiting motor manufacturers and dealers from advertising speed capabilities in excess of legal limits. This action was taken at a recent meeting of the Eastern Conference of Motor Vehicle Administrators at New York.

In another resolution the delegates urged automobile, oil and tire companies to co-operate in promoting safety through their advertising.

The organization also voted to change its name to Region 1 of the American Association of Motor Vehicle Administrators, which was organized on a national basis in Chicago last September.

New York Younger Group Elects

The Association of Advertising Men of New York, composed of young men in advertising, has elected the following new officers: President, Harold O'Neil, Fisher-Stevens Service; vice-president, Edwin F. Skillman, The New Outlook; secretary, Leigh Gill, G. Lynn Sumner Company; assistant secretary, Charles Mosler, Austin, Nichols & Company; treasurer, Herbert Dunkle, Forbes Lithograph Company, and assistant treasurer.

ograph Company, and assistant treasurer, George McShane, commercial artist. Wesley M. DeBarger, Clayborn Flinn and Harold Morrell, retiring president, vice-president and treasurer, respectively were elected directors for a term of three years.

The new officers will be installed at a dinner meeting to be held at the Advertising Club of New York, June 7.

McKesson & Robbins to Ayer

McKesson & Robbins, Inc., Bridgeport, Conn., pharmaceutical products,
has placed its advertising account with
N. W. Ayer & Son, Inc. Early in July
this advertiser will launch the biggest
campaign ever run on Calox tooth
powder. The company's advertising effort will include both rotogravure and
black and white newspaper space and
magazines.

New Addresses

The Literary Workshop, New York, has opened a business office at 67 West 44th Street, editorial offices continuing at 229 West 28th Street.

H. Armstrong Roberts, photography, New York office, Graybar Building. June 7

JAM in the recent sixty-the special Jonath gether keting, and particular forms of the second second

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Mathews Dewitt sales stat Inc., Nev

Death of J. M. Irvine

JAMES M. IRVINE, prominent in the farm publishing field, died recently at Altadena, Calif., aged sixty-three, A horticulturist, he specialized in the now famous This fact, to-Jonathan apple. gether with his study of fruit marketing, led to his becoming editor and part owner of the American Fruit Grower.

His work in Y.M.C.A. activities brought him to the attention of William Boyd, former advertising director of The Curtis Publishing Company, who persuaded him to join the Chicago staff of The Country Gentleman. Two years later, in 1915, Mr. Irvine was appointed Western manager, which position he held until 1922 when he was transferred to Philadelphia and made advertising manager. In 1930, because of ill health, he moved to California where, until his death, he was engaged in special work for the advertising department of the Curtis organiza-

Mr. Irvine was much sought after as a public speaker on topics pertaining to the rural market.

Advertising Distributors Merge

Advertising Distributors Merge
Twenty house-to-house distributors
of advertising literature have merged
their national advertising interests and
activities into one corporation, Advertising Distributors of America, Inc.,
444 Madison Avenue, New York.
Twenty-four zone division offices will
be maintained, along with twenty-nine
warehouses. Branch offices and crews
will be maintained in smaller cities.
Members include: Peck Distributing
Corporation, New York; James T. Cassidy, Inc., Philadelphia; Big 4 Advertising Carriers, Inc., Chicago; Molton Distributing Co., Cleveland; Triple
A. Adv. Carriers, St. Louis and Kanass City; Publicity Dist. Co., Pittsburgh and Cincinnati; George Ueber &
Sons, Milwaukee; Baltimore Distributing Co.; Pioneer Dist. Co., Indianapolis
and Advertising Distributors, San Francisco and Los Angeles.

Officers are: Jean Blum, chairman;
Ralph L. Goodman, president; Roy A.
Ziegenfuss, vice-president; Inh B.
Barry, vice-president in charge of sales,
and George P. Johansen, secretarytreasurer.

treasurer.

Mathews with Rudge

Dewitt C. Mathews has joined the sales staff of William Edwin Rudge, Inc., New York printer.

GOOD COPY

A "new slant" is apt to be more successful if it is based on knowledge of past success or failure.

HAWLEY ADVERTISING COMPANY INC.

95 Madison Ave. New York City

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York, West ing at raphy, ng.

Advertising Racket Curbed Via NRA

New York Hotel Code Bans Irregular Mediums

By Lawrence Valenstein

President, The Grey Advertising Service, Inc.

YEAR after year, legitimate advertising mediums have been bilked—and advertisers also—by the irregular advertising medium. A few weeks ago, members of the hotel industry located in New York discovered that the National Industrial Recovery Act offered a happy solution to this aggravating problem. And thereby hangs what seems to be a grand idea.

The advertising manager who is not faced with the touchy task, at least once a week, of turning down a solicitor for a souvenir program for the shindig of the Sons and Daughters of I Will Arise, or some equally meritorious affair, is blessed indeed. It has been a thought of mine that the advertising manager who can turn down these requests without incurring ill-will both for his company and himself marks him a seventh son of a seventh son.

So serious has the problem become in certain localities that the Chamber of Commerce or the Board of Trade has bound all members to refer such solicitations to the civic organization for disposal. In many New York offices a neat little sign is hung which states that the program solicitor must take up his proposition with the Merchants Board of Trade.

But these solicitors for the irregular mediums are a hardy race. Having found that it is practically impossible to obtain a clean bill of health from the local Board of Trade, they now are in the habit of ignoring these signs. Even pointed references to the sign fail to disturb either their equanimity or their insistence upon telling their story to the advertising manager or the account executive.

Why not, therefore, take a tip from the hotel people and insert a pertinent provision in the code of your industry? The hotel clause is very simple. It reads: "No member of the hotel industry shall advertise in programs, souvenir journals... or other similar advertising media... except with the approval of the Hotel Code Authority of New York City."

This happens to be one of the few code clauses that would not require the combined services of the U. S. Secret Service, the Federal Trade Commission's investigation hordes and the Marines to enforce. It is not especially difficult, particularly with the co-operation of the industry, itself, to track down most of the irregular mediums. Neither would it be especially difficult for the Code Authority to keep a list of approvals given to members of the industry, and then check these approvals against advertising actually appearing in these mediums.

Advertisements Secured Under Duress

However, the fact of the matter is that by far the large majority of the advertising placed in these mediums is inserted under dures. Give the advertiser half a chance to turn down the solicitor without incurring enmity and there won't be any great need for checking up on the industry.

Once an industry has such a provision in its code, the harassed advertising manager will find life sweet and rosy. "Mr. Jones," says the advertising manager, "I think your proposition has considerable merit. But under the code of our industry we are not permitted to buy space in publications that are not listed in the recognized advertising directories unless the Code

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DOWN through more than thirty centuries the remarkable affinity of man for gold has been developing. Man is spell-bound by gold's brilliant color, and fascinated by its scarcity, its permanence, its workability.

Because it can readily be worked into a leaf 1200 times thinner than this page of Printers' Ink, man has found it economical as well as pleasing to use gold as a surfacing and decorating material. Because gold is precious, gold leaf is cheap. A \$35 ounce of gold, beaten into leaf, goes a long, long way in increasing the eyeappeal and the sales-appeal of everything from book-

bindings to billboards, and from axe-handles to skyscraper domes.

Are you interested in increasing your sales at very small cost? Chances are, you can do just that by employing Hastings Gold Leaf as a selling ally. Use it to enhance your product. Use it on signs, displays and booklets which promote your product.

Write today for the Hastings Gold Book

HASTINGS & COMPANY

Established 1820

Philadelphia and Chicago

I'm perfectly willing to learn how genuine gold leaf can increase the susceptibility of the market for my products. Send me the Hastings Gold Book.

Name ____

Address

State

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Mail this coupon to Rastings & Co., 819 Filbert St., Philadelphia, Penna.

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Code

Are You Interested in New Business?

The trend is towards cooperative merchandising. To an agency attuned to the times, this man offers the experience and two valuable group developments which can be capitalized on in the immediate future.

During the development period he can more than protect the nominal salary required with writing ability on general accounts. He is capable of servicing and building accounts of national character and has sufficient background to sell.

Specific experience, principally in research and planning direct selling operations, industrial, radio, cosmetic and automotive campaigns.

Eastern or mid-western agency preferred. Complete details on request. "E," Box 217, Printers' Ink.

A New Thrill for the Pipe Smoker

 You need no conversion to pipe smoking. You like and can afford good smoking tobacco - especially when it's of a mild and mellow flavor for solid pipe comfort.

Try the thrill of Heine's Blend — increasingly today a choice of the Fourth Estate, of the Gra-phic Arts, of pro-fessionalmen Care-fully blended from choicest tobacco.



HEINE'S TOBACCO CO.. Massillon, Ohio. Denver West. SUTLIFF TOBACCO CO., San Francisco, Calif.

Gentlemen: If there's any new thrill in a pipe I want it. Send me gen-erous sample of Heine's Blend.

... State.

Name . Address

City

My sobacconist is.

inson, formerly executive vice-president of Bernard-Hewitt & Company; business manager, Robert F. Reynolds, formerly with the Penn Mutual Life Insurance Company; advertising manager, Fred O. Toof, formerly with the Bureau Farmer, and managing editor, V. K. Tremblett, formerly of the W. F. Hall Printing Company.

Authority has approved the publication. I'm sure you would not want us to invite a \$500 fine and a possible prison sentence, which is what we would be doing if we were to run an advertisement in your medium without Code Authority approval. Therefore, the thing for you to do is to visit or write our Code Authority, explain your proposition, and when your medium is approved, visit me again and I'll be delighted to go over the details with you."

Sounds almost too good to be true. Yet it is not only within the realms of possibility but it seems to be something that would obtain NRA's sanction without necessitating anything resembling a battle.

"Rural Progress," New Magazine

Rural Progress is a new monthly de-Rural Progress is a new monthly designed to reach the farm and rural market in Illinois, Indiana, Iowa, Michigan, Ohio and Wisconsin. Publication will start in October.

Rural Progress, Inc., 22 West Monree Street, Chicago, will publish the magazine. Executives are: President, Maurice V. Reynolds, formerly with the National Outdoor Advertising Bureau; general manager, Horace C. Levinson, formerly executive vice-president of Bernard-Hewitt & Company; business

Chicago Group Holds Tournament

Chicago Group Holds Tournament
Forty-seven members attended the recent Annual Agate Club Golf Tournament, held at the Sunset Ridge Country
Club Low gross winner was L. L.
Northrup, of McCall's. The winner of
the low net was Frank Tyson, American
Legion Monthly.
Foursome winners were: N. C. Green,
Collier's; R. B. Johnston, R. B. Johnston Company; E. A. Fox, Tower Magazines; R. C. Husbands, Women's Home
Companion; C. S. Ensinger, The New
Yorker; W. Hawxhurst, Harper's Basaar; H. E. Cole, American Magasine;
H. K. Clark, Frank A. Munsey Company, C. E. Lovejoy, Sales Management; D. R. Matson, Collier's; S. M.
Mudge, Photoplay, and R. Harkness,
Woman's Home Companion.

Represents Great Bend Paper

The Great Bend, Kans., Tribune has appointed the Kansas-Missouri Markets & Newspapers, Inc., as its national advertising representative.

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Joint Utilities Campaign

THE convention of the Edison Electric Institute is in progress at Atlantic City. About 1,000 utility men, manufacturers of electrical equipment for the home, installers, and distributors of that

equipment are present.

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The question of a co-ordinated advertising and sales promotion campaign is an important item on the agenda. Committees will make their reports on the progress of group efforts toward making the public more electrical-minded.

It is generally anticipated that ways and means will be found, if possible, to co-ordinate the sales efforts of the Institute with the modernization work of the Federal Housing Act, due for passage by this Congress.

The sum of money to be invested in advertising and sales promotion was estimated anywhere from \$250,000 this year to \$3,000,-000 over a period of about two

Another report to be watched with interest will be that of the project. Recently TVA started to sell electrical household equipment, under Governmental supervision, at prices and terms considerably under the usual figures, though the equipment was of special manufacture without frills.

Death of Henry Albert Falk

Death of Henry Albert Falk
Henry Albert Falk, secretary of the
Moore Press, New York, and for many
years active as a printing salesman in
New York, died suddenly last Saturday on the golf links at Hackensack,
N. J. He was actively connected with
the Graphic Arts Industry for over forty
years. Prior to his connection with the
Moore organization in 1917 he was a
representative of the Gibbs Press. Mr. moore organization in 1917 he was a representative of the Gibbs Press. Mr. Falk, who was fifty-six years old, was one of the first officers of the New York Printing Salesmen's Association.

Vancouver Agency Changes Name

Following the resignation of Joe Curran, the name of Benwell, Curran & Atkins, Ltd., Vancouver agency, has been changed to Benwell, Price & Atkins, Ltd.

New "Foot Saver" Campaign

More than 400 newspapers will be used in a new campaign by the Julian & Kokenge Company, Columbus, Ohio, to popularize the name of Foot Saver

MEN LIKE THIS .. are hard to find

This man has been vice-president of two tremendously successful multi-million-dollar corporations. Fourteen years with one and nine years with the other. He has had wide experience in advertising and sales promotion. His business career has been unusual and brilliant . . . Now his services are available to an advertising agency manufacturer, desiring an

executive of experience and sound judgment, a "builder of good will" . . . Or, to a trade association or industry, as "code authority" or national representative.

Naturally, this man has contacts of importance and can furnish highest references to interested parties.

Please address inquiries to-

PRINTERS' INK WEEKLY . . . "J," Box 220, New York City

PRINTERS' INK

A GOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell John Irving Romer, Editor and President 1908 — 1933

PRINTERS' INK PUBLISHING Co., INC. 185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager. Atlanta Office: 87 Walton Street, Geo. M. Kohn, Manager. St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

A. D. MCKINNEY, Manager.
Pacific Coast: M. C. Mogensen, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.
Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor C. B. LARRABEE, Managing Editor R. W. PALMER, Associate Editor ANDREW M. HOWE, Associate Editor BERNARD A. GRIMES, News Editor

H. W. Marks Arthur H. Little Eldridge Peterson S. E. Leith Joel Lewis

> Chicago: P. H. Erbes, Jr. London: McDonough Russell

NEW YORK, JUNE 7, 1934

The Many and the Few the speech of W. C. D'Arcy before this year's annual convention of the American Association of Advertising Agencies, (we printed the speech in last week's issue), you see that here is a Philippic, written in words of fire.

The world, he said, is "somewhat crazy." Advertising, bad as it is, offensive, vulgar, downright dirty, merely "reflects the superficial tempo and temper of the age."

Yet even so, "we must be getting morally and intellectually bankrupt if we have to seek our advertising ideas in the gutter."

Meanwhile, revulsion sickens the consumer, and suspicion and disbelief rouse him to revolt. "The storm isn't approaching: it has already broken and is still raging."

Salvation must come from within.

"It isn't a question of a great moral crusade. It's just a question of common sense, human decency, good advertising, and good business."

So spoke an honest man, righteously indignant against evils that beset his craft.

So spoke a man whose ideas and ideals will be applauded by rightthinking advertising men everywhere.

So spoke a man, who, though he indicted advertising, presented a splendid piece of copy in advertising's favor; for, to the resentful and rebellious consumers, it served to demonstrate that in the opposing camp conscience still lives.

Yet for him who surmises, gloomily, that the most vitriolic castigation of advertising yet unleashed probably is an understatement, and who suspects, warily, that consumers all around him are joining an Anti-Advertising Ku Klux Klan, there remains something more than a modicum of consolation and encouragement.

Always it is true—as true now as it was when the Vigilantes were stamping out Western outlawry and founding Western law—that standards of conduct are established and enforced, not by the lawless, but by the law-abiding, not by the indecent, but by the decent, not by the unrighteous, but by the righteous.

Never, since at least as far back as Cicero—who is remembered and translated today because he scourged and routed Cataline—have the crusaders lacked targets. Yet never have the targets been numerous. History's inventory is short on civil wars.

Appearances to the contrary notwithstanding, Indiana, Illinois, Wisconsin, and Minnesota are not inhabited exclusively by men named Dillinger.

Upright advertisers will accept Mr. D'Arcy's challenge. Upon them up the call for went fo On the is an on numbers tage in

June 7, 1

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truly devolves the job of cleaning up the business. But there's no call for them to go forth as David went forth to meet Goliath.

On the side of right in this issue is an overwhelming advantage in numbers and a tremendous advantage in strength. For on the side of right, be it remembered, are the sympathies and the influence of the putatively rebellious but surely allpowerful consumers of goods and services.

Men are saying By Any Other that the NRA is Name falling down, Men are saying that the Administration's major effort, misplanned, disjointed and laced together with ethereal stuff spun from theory, is collapsing under its load.

Other men are saying that the strait-laced and coded route surveyed by the National Industrial Recovery Act is the only way that skirts disaster and leads out of

As is conceded by both sides, however, business is better. On the one hand, recovery is attributed to the NRA. On the other it is credited to normal economic forces. And in both hands-to mix the figure a bit-looms the question:

What next?

Are we to continue permanently under codes? Need we learn to live under rules that regulate, not only steel, iron, coal, and textiles, but also the manufacture of such things as punch boards, mopsticks, and batting and padding? Already there has been written into the law of the land a code for the industry that operates toll bridges. How long need we wait until the codemakers think up ground rules for the industry that makes ladders for lighthouses and the one that creates the buttons that admirals wear when the President comes aboard a battleship? For surely, if we are to continue coded at all, we cannot

go on half-coded and half-loose. Yet perhaps we can. Big business, which seldom goes gushy in praise of regulation, is admitting that, through coding, big units have benefited. And surely, for all business, there is some middle-ground of compromise upon which regulatory or co-operative measures may be projected, safely and helpfully, into the future. If they are sound -and no matter how vowlingly op-

And as for the little businesses, sauce for the goose is still sauce for the gander-if you adapt it to his nutritional needs and season it to his taste.

posing politicians may brand them

with epithets—they will be retained.

It's an ill wind Going and that doesn't blow Coming both ways.

Fired by renewed faith in the come-back power of the consumer market, the automotive industry went into high this year, re-styled its products, advertised them-and sold a whale of a lot of cars.

The effect of the acceleration spread from coast to coast; for nearly every State and every industry contributes to a completed motor car.

And now let's look at the picture from the other side and consider the economic effects of cars that weren't even built.

On the block with the Joneses live eleven other families. Of the twelve households, only the Joneses bought a new car. The eleven others decided to "get along." Assuming that production was meshed, precisely, with sales, those eleven families accounted for eleven automobiles that never came into existence.

Yet those non-existent elevenwhen the Joneses' car appearedsold five paint jobs and three general overhauls. They also sold parts -mufflers, gaskets, piston rings, spark plugs, wrist-pins, shock absorbers, storage batteries, ignition

cable, timing gears, brake lining, fan belts, hose connections, fenders, running boards, and headlights. In two instances they sold new and special sets of tires—this to the end that the old bus might be made to ride almost as easily as the Joneses' new knee action.

Thus eleven unembodied automobiles out in Michigan served to spread outward from the Joneses' street a respectable aggregate of, not chattel mortgages, but good, hard cash.

No doubt it would take an economist to figure this clear through; but somewhere ahead of this line of reasoning looms the conclusion that it would benefit business greatly if, every five years or so, the automotive industry should declare a one-year moratorium on new-car production.

Advertising
Hit Again

It is unfortunate indeed that Professor Tugwell,

Assistant Secretary of Agriculture, does not utilize some of his well-known and recognized brain power to get for himself an elementary understanding of what advertising really is—and to learn something about its rightful place in the economic scheme.

PRINTERS' INK admires the professor in more ways than one and there is not a bit of malice in the suggestion just made. It cannot escape the conviction, however, that in his powerful place he is not doing the fair thing by business if he does not take the time to ascertain some readily attainable facts as to the fundamentals of advertising. He is in a position to do untold damage-which would be all the more regrettable and unfortunate because of his undoubted wish to be helpful rather than harmful.

The immediate cause of the foregoing outburst is the provision which was forced into the code of fair competition for the millers, fixing the stop-loss price at fifty cents. The millers estimated that the minimum stop-loss price should be sixty-five cents. Messrs. Tugwell and Frank contended, though, that fifteen cents of this price represented the cost of executive salaries, advertising and depreciation. Inasmuch as these, they said, could not be included, the stop-loss price should be fifty cents.

They told the millers that if any advertising should be done the cost of it must be taken out of surplus or dividends—whatever this may mean.

This strange and incongruous ruling was ostensibly made in the interests of the so-called little fellow. But just how it is going to help him is beyond the scope of our comprehension. Perhaps we are wrong. But we venture, innocently, timidly and with due regard for officials who sit in the seats of the mighty, to bring the issue out into the open. It is at least something interesting to think about and talk about.

The official position of the department of Agriculture seems to be that money invested in advertising and sales promotion is not a legitimate part of business—something in which the manufacturer may indulge only at his own peril.

If this is not a challenge, what is? The Millers' National Federation is of course right in its view that if this practice is forced on the industry, it will mean a drastic curtailment of advertising.

First

Worse yet, the feeling prevails among processors and distributors that the Tugwell-Frank theories, if successful in this instance, will quite likely be imposed on other marketing agreements.

What is business coming to anyway if this sort of thing keeps up? Can't somebody persuade the Professor to take a day off sometime and set himself right on a few basic A B C principles of selling and distribution?

helped make Bermuda a "sell out."

... The New York Herald Tribune is now carrying 90%* more Bermuda Trade Development Board advertising than any other New York newspaper.

*First four months 1934.



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The Little Schoolmaster's Classroom

S ALESMEN must have had new rubber heels put on their shoes their walk is so springy these days. Here's one company's representatives who are being announced by a series of five teaser

cards, just like the

The cards were mailed out in the Philadelphia territory by John Lucas & Co., Inc., paint manufacturer.

They were humorously illustrated in color, with three jolly painters dragging an outdoor painted display into the picture. The first card showed but one end of the display, but the painters pulled and hauled until on the final card there appears the full message:

"Lucas offers you greater paint profits this spring. Wait for our salesman!"

Age will not wither nor will time dull many of the accepted practices of another era. The Schoolmaster believes that retailers will enjoy a well-conceived teaser campaign for many a year to come.

Good financial advertising is, in itself, so rare these days that a trust company that continues to advertise and really say something in its copy deserves a pat upon the back. But the St. Louis Union Trust Company deserves more than this. In a recent advertisement this company talks man to man with prospective clients and it must have

won considerable respect for its frankness.

The advertisement was in question-and-answer form. The illustration was a photograph of a man

saying: "I wish to inquire about your record in investing trust funds." "We'll be glad to answer your questions," replies an unidentified bank official.

The questions and their answers bring out pertinent information about the service that the St. Louis Union Trust Company has to offer. But, although this company evidently has an excellent record, the advertisement is not boastful. Imagine any advertiser, least of all a financial institution, starting off with a question and answer such as this:

Question No. 1—
"Have you been able to protect your trust estates against losses during the depression?"

Answer—"Not completely. Our judgment is not infallible and some losses are inevitable."

And here is Ques-

tion No. 10, which is a justifiable but modest bit of self-praise: "Has any trust company a better

"Has any trust company a better record of investing trust funds than St. Louis Union?"

Answer—"We have no means of knowing. There are many trust companies in the United States and some of them may have better records than ours. But we do



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Questione who master, starts of which is likely to master sincerity dation of mind be other questions.

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know that our record is better than that of trustees in the aggregate.'

Question No. 1, however, is the one which interests the Schoolmaster. Here is an advertiser who starts out by making an admission which most advertisers would be likely to avoid. It does, the Schoolmaster believes, have a ring of sincerity and should form a foundation of confidence in the reader's mind before he continues to the other questions.

Winter Park Ferneries, Inc., of Fern Park, Fla., is using a postcard check which should interest the Class.

Each postcard, mailed with 1-cent postage, is printed in conformity with the usual layout of a check, including a number to identify The upper left-hand corner carries the statement that "This check is in settlement of the following invoices," under which are spaces for recording the date of invoices and the amounts billed.

Space is also allowed for noting

the rate of discount percentage and for reduction of the discount so that the final line records the amount of the check. If the calculations are incorrect, recipients are requested to return the check. If the check is in the right amount, they are told that no receipt is necessary.

The checks are perforated on the left-hand side. That part of the form which remains with the company is its checking record.

Here is an idea which not only simplifies office routine but which recommends itself because of the postage saving which it makes pos-

Remember a year or so ago when there was such an epidemic of con-

It has been rather pleasant since then to be able to turn the pages of favorite publications or listen to the radio without being repeatedly urged to "write fifty words, no more no less," or "send in a slogan

Only 15-Cent Magazines of Type

In the face of ten-cent competition from all other magazine "groups" and the "big six" older women's magazines themselves, almost half the circulation of Macfadden Women's Group continues to be bought at 15 cents a copy.

Highest Priced "Group"

Tables have just been published showing that the Wage Earner market paid more last year to read the magazines of Macfadden Women's Group than any other "group" of comparable circulation. The \$1,716.141 paid was \$234,000 greater than for one "group." \$283,698 more than for another and \$480,841 more than for, a third.

Five Magazines Gain

Circulation gains announced for Macfadden Women's Group are said to be the result of increased deg and for each and every one of the five magazines comprising the Group. Practi cally all of these gair of course, are on volumary newsstan

GroceryAd vertisers Buy

Regular 1934 schedules have bee revenue for

(bringing up let seven months. average gain to 89%)

placed for such well-known grocery store products as Rinso, Lifebuoy, Elastic Starch, Fels Naptha, and Borden's Eagle Brand, in Macladden Women's Group.

"What's in a Name" So much interest exists in ly developed information, this newest of major hou wife mediums that cor ies continue to be

mailed upon requ

est. Macfadden

Women's Gr

420Lexing

Add This Popular Item

Highly successful in England and Canada

A celebrated English manufacturer in business for more than 100 years perfected and introduced this mechanical specialty three years ago. It won instant recognition, showing a handsome profit the FIRST year with substantial increases thereafter. Exclusive sales rights are now open to an established American firm distributing through drug and/or hardware channels. Man's item of universal appeal with distinct improvements recently patented.

Gross profit permits liberal advertising expenditure and will yield net profit certain to reach high five figures. Quick success abroad and in Canada can be surpassed here according to survey of American merchandising counsellors. Principal now here to closs.

"G," Box 218, Printers' Ink.

Hochstadter Laboratories

Testing Engineers for Advertisers and Advertising Agencies

Technical Experts and Consultants General Chemical Analyses

254 WEST 31st ST. . NEW YORK CITY

Booklet Prices

Printed on 60-lb, M. F. Book Paper
Black Ink 5M 10M 25M
8 pages 829 940-46 \$41.95 2148.55
25 " 148.55 189.35 290.56
25 " 148.50 289.95 450.55

Small Publications Desired Prises Quoted on Other Printing Rue Publishing Co., Denton, Md.

MORE BUSINESS at less cost

Can surely be had by an intelligent use of Direct Mail—letters, folders, catalogs, etc. POSTAGE & THE MAILBAC is a monthly business magazine for everyone who has anything to do with sales. Send \$1.00—one year, 12 copies—for this magazine of business ideas. \$2.00 returned to you at end of year if you are not 100% satisfied.

POSTAGE & THE MAILBAG 200 FIRE AVE.

along with a reasonably accurate facsimile of a label."

Sadly the Schoolmaster must report that there are signs of a revival of interest in contests. He would like to take this occasion to warn inexperienced advertisers to look carefully before they leap into this form of promotion. There are many pitfalls. Yet, the Schoolmaster must admit, a number of contests have proved to be very satisfactory both in publicizing a product name and in producing actual sales.

This little lecture was inspired by a new contest which is being advertised by a company which will remain unnamed here. One advertisement featured the prizes prominently. The product was stuck over in a corner and is an incidental part of the campaign, evidently. The prizes are desirable ones and the Schoolmaster, always curious, wondered what children, to whom the contest was addressed, had to do in order to obtain these things. There was a lot of text and after wading through paragraph after paragraph and still being unable to discover the exact procedure, the Schoolmaster was tempted to give up. Finally, however, toward the end, buried in with a lot of gush about the prizes, the rules were discovered.

Perhaps the Schoolmaster is mistaken and children will wade through to the bitter end and this advertiser will be flooded with entries. But it would have been much more satisfactory to put the rules some place off by themselves in a box or in a different type face so that those desiring to enter the contest could find out quickly and definitely what they had to do.

High Type Man

over thirty, with contacts Eastern Agencies and Advertisers. Radio experience an advantage. Income of \$10,000 to \$15,000 per year for right man. Drawing account. Marvelous opportunity for real sales ability. Excellent references required.

"H," Box 219, Printers' Ink.

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In other words, if you must sponsor a contest, make it as easy and simple as possible. This admonition has appeared in various articles in the PRINTERS' INK Publications many times, yet every year finds some few advertisers who seem to try deliberately to make their contests as difficult and complicated as possible.

The Schoolmaster passes along, without comment, the following note received from an interested Class-member:

I have a suggestion which a number of advertisers will welcome. It is for those advertisers who like to invent unpleasant words to indicate what happens to people who don't use their product.

The word I suggest is ——"Sclum."
This is really an excellent word
for this purpose. It will fit any product, from one which cures itching
scalp to one which protects the feet
from peeling.

It is a combination of "scum" and "slum"—a truly ingenious combina-

tion. A further advantage is that pronouncing the word helps one in the business of expectorating, thus giving a very happy association of

Don't thank me. I offer the word for the welfare of the whole advertising profession.

ROBERT UHL,

Robert F. Kendall, account executive, Foreign Advertising and Service Bureau, Inc., New York City, tells the Class of an interesting method of follow-up used by the Pure Oil Company. He wrote for a booklet offered in the company's newspaper advertising and received the booklet accompanied by a hand-written letter from the Purol Station near his business address.

The letter is as follows:

I am enclosing to you the booklet you wrote in for, and I wish to thank you for the opportunity of presenting it to you.

I sincerely hope that in the very

Aggressive Widely Experienced SALES MANAGER

Wants to Change!

HE is now General Sales and Advertising Manager for a well known manufacturer in the drug field and has held this job for the past five years.

He previously held executive sales positions with prominent concerns in the drug and toilet goods field. His past record has been outstanding and without a blemish.

Altogether this man has been constantly in actual contact with the drug trade for nearly 20 years and from personal up-to-the-minute experience in the field he knows conditions in almost every city in the country. He is favorably known to the trade from coast to coast throughout the United States and Canada.

He has a likable personality, is of

excellent address and character. He is well grounded in the fundamentals of actual selling—a field working type that loves to sell and who can handle his sales force to get results. Not a swivel chair manager but has a general business background of unusual breadth.

This 200-pound go-getter is on his toes—in tune with the times—versatile, adaptable, unique in his methods but knows his job. He is a Christian, American of English parentage, 38 years old. Well educated and widely traveled.

His present associates are aware of this advertisement.

Write or wire for interview to "D," Box 216, Printers' Ink.

June 7,

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Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission. near future you will favor our station with a call so that we may fully convince you that we have a very fine product to offer you.

> WILLIAM DAVIDSON, PUROL STATION 1210.

The Schoolmaster presents this to the Class as an excellent example of a personalized follow-up. Certainly the Pure Oil Company ties its advertising story down to individual service stations and gives an intimate—if that is the word—picture of its distributing facilities.

This is an idea that can be adapted by a number of different companies even outside the oil industry.

Wisconsin Investigates Fraudulent Advertising Claims

The Wisconsin Department of Agriculture and Markets is investigating window and counter display advertising in drug stores at Madison, Wis., with the prospect that a hearing will be called at which proprietors will be asked to explain their advertising claims, R. M. Orchards, counsel for the State department which is concerned with enforcement of the Printess' INS Model Statute and unfair competition statutes, has received complaints that advertising of drug stores shows greater price reductions than are actually being made and that display cards carry fraudulent claims as to the original selling prices of articles placed on sale.

Code Group Advertises

The Dry Cleaning Code Authority for District No. 3 in the State of Ohio recently took newspaper space in Cleveland to tell the public "How to Recognize Good Dry Cleaning." Twelve specifications of good dry cleaning that the customer should look for were described. The names of the dry cleaners of Cleveland who made the advertisement possible were also listed.

Elected by Allied Paper

The Allied Paper Mills, Kalamazoo, Mich., have elected Courtney H. Reeves vice-president. He has been with the company for the last several years as Chicago manager. He will continue to be located in the Chicago office, dividing his time between that office and the mill.

Joins Los Angeles Agency

Robert E. James has been appointed an account executive of the John W. Hunt Company, Los Angeles agency. He formerly was with L. E. Creighton, Inc., New York.

TAKE THE "CHASE" OUT OF PURCHASE

Vo need to search farther for that better printing service you have wanted. No need to be pursued by salesmen with quotations. Take the "chase" out of your printing purchase by calling Charles Francis Press right now.

Many years' experience in handling the printing of many of America's largest companies are at your command at the Charles Francis Press. And the fact that these same companies continue to call upon Charles Francis Press year after year means that they have found exactly what they want. You, too, can find it by calling

MEdallion 3-3500

CHARLES FRANCIS PRESS

461 EIGHTH AVE., cor. 34th ST., NEW YORK

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• The Chicago Tribune during the first 5 months of this year received more total department store advertising linage than any Chicago newspaper. P 愛

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